DECEMBER 21, 1942

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

TECHNOLOGY DEPT.

PUBLIC LIB
DEC 24 19
DETROIT

Here's

Selling

in your sock—

And

Sock

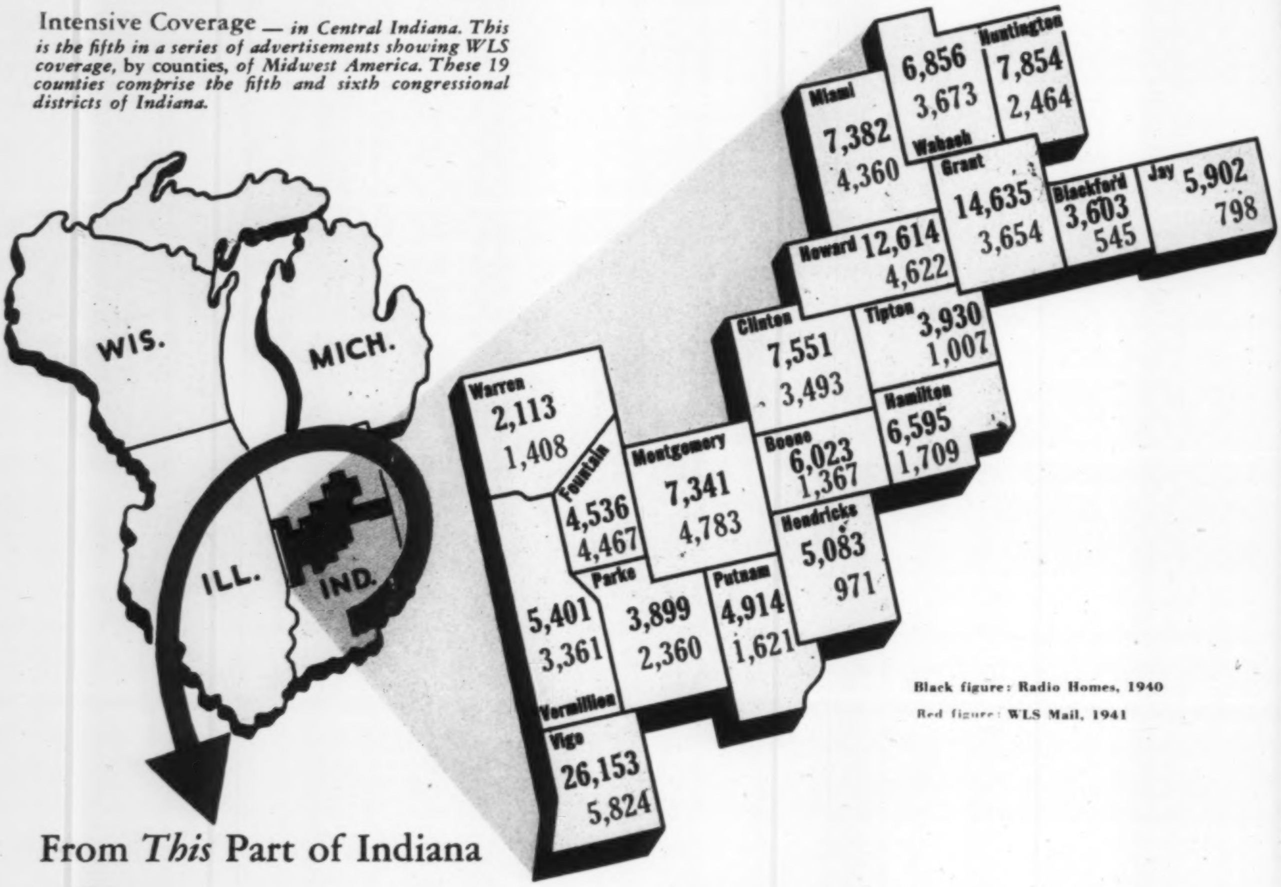
in your selling!

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City ★ Represented by The Katz Agency, Inc.

Intensive Coverage — *in Central Indiana. This is the fifth in a series of advertisements showing WLS coverage, by counties, of Midwest America. These 19 counties comprise the fifth and sixth congressional districts of Indiana.*


WIS.
MICH.
ILL.
IND.
Huntington 7,854 2,464
Wabash 6,856 3,673
Miami 7,382 4,360
Grant 14,635 3,654
Blackford 3,603 545
Jay 5,902 798
Howard 12,614 4,622
Clinton 7,551 3,493
Tipton 3,930 1,007
Hamilton 6,595 1,709
Boone 6,023 1,367
Warren 2,113 1,408
Fountain 4,536 4,467
Montgomery 7,341 4,783
Hendricks 5,083 971
Parke 3,899 2,360
Putnam 4,914 1,621
Vermillion 5,401 3,361
Vigo 26,153 5,824

Black figure: Radio Homes, 1940
Red figure: WLS Mail, 1941

From *This* Part of Indiana

ONE Out of THREE Families Wrote Us!

WLS last year received 52,487 letters from this part of Indiana, where there are 142,385 radio homes. Thus we received *definite evidence of listening* from 37% of the homes there — more than one out of three!

This is but one small part of the WLS Major Coverage Area, extended over a great portion of Illinois, Indiana, Wisconsin and Michigan. Throughout this vast area of Midwest America people listen . . . and respond . . . to WLS. That's why WLS Gets Results! For proof of results — ask your John Blair man.

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

CHICAGO

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

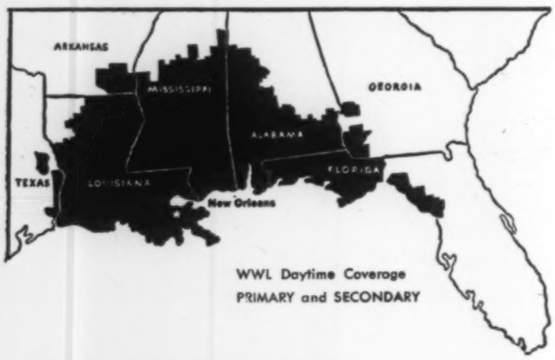
XUM

A very Merry Xmas
and a
HAPPY
NEW
YEAR
Standard Radio

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Kind words from Quebec

Sales for you right here . . .



You get both with:

WWL
NEW ORLEANS

50,000 watts - - clear channel

Listeners in the far North hear WWL clearly. And they prove our power by writing in to say: "Program's coming in fine."

Listeners in the deep South go to their retailers—and prove WWL's selling-POWER—by buying the products we help advertise. WWL gives you complete dominance over the New Orleans area—growing, prospering, and profiting smart WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate — Nat'l Representatives, The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

VOL. 23 • NO. 25 DECEMBER 21, 194

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Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

PS-ST! WANT TO BUY AN EXTRA CUP OF COFFEE?

You'll have better luck buying spots on KFAB. We're rationing *some* of our time, but there are still places on our schedule open to smart, quick-moving advertisers who never let good opportunities knock twice. You really need this station, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states. Call us, today.

DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.

KFAB
LINCOLN

XUM

Christmas
and the Empty Stockings

WSAV
Honor Roll

N. W. Brandon William Reid
Roger Skelton Henry Grenley
Ed Quarterman John Wyatt
Sidney Thomas

Somewhere in the far reaches of this war-weary globe seven men, who left this station for Freedom's fight, will spend their Christmas where duty finds them.

Yet, they will have two Christmases. Because at the traditional WSAV Christmas party seven empty stockings will mark their places. And in the hearts of us who stay behind will go a silent entreaty to the Prince of Peace that another Christmas will see them, and all their comrades, back again to the peace they risked their lives to give to the world.

Meanwhile, we who are immeasurably proud of them, will carry on, giving our utmost support to their cause, and endeavoring to keep our part of their world unchanged against their coming.

WSAV *"THE VOICE OF SAVANNAH"*

LIBERTY NATIONAL BANK BUILDING • SAVANNAH, GEORGIA

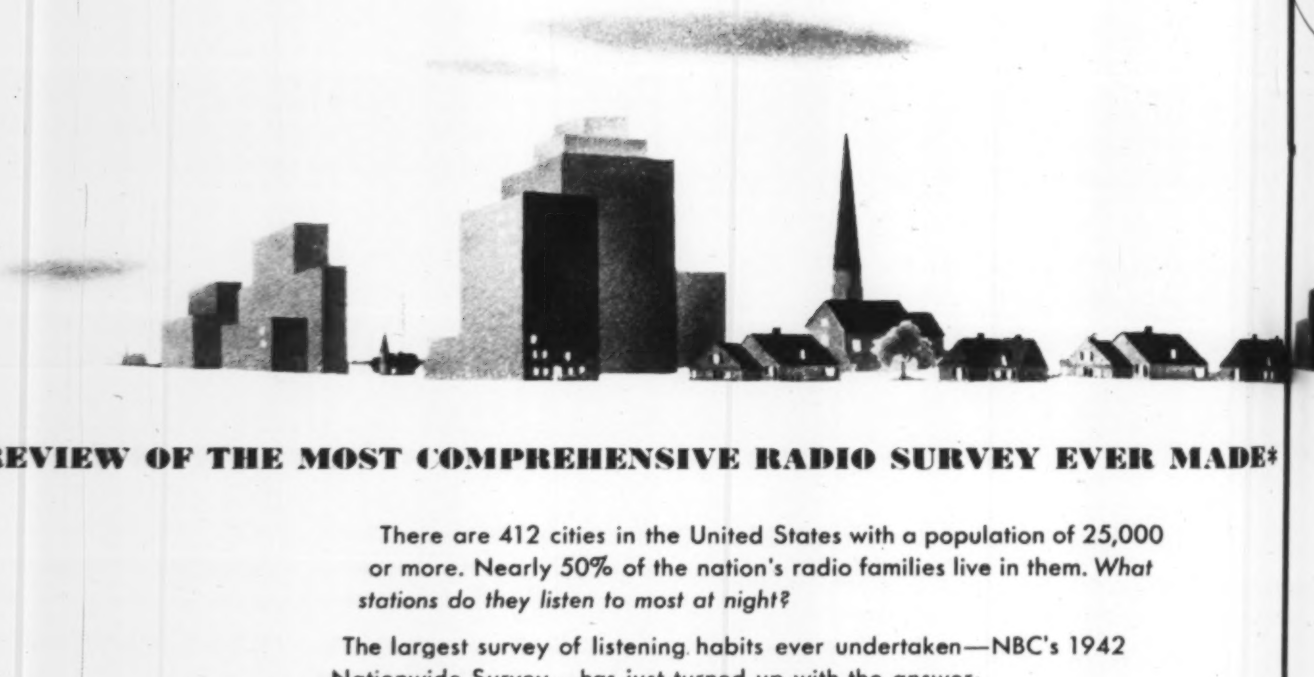
HARBEN DANIEL
General Manager

NBC

GEO. P. HOLLINGBERY CO.
National Representatives

Serving the NEW Savannah Seaboard

A TALE OF 412 CITIES



A PREVIEW OF THE MOST COMPREHENSIVE RADIO SURVEY EVER MADE*

There are 412 cities in the United States with a population of 25,000 or more. Nearly 50% of the nation's radio families live in them. *What stations do they listen to most at night?*

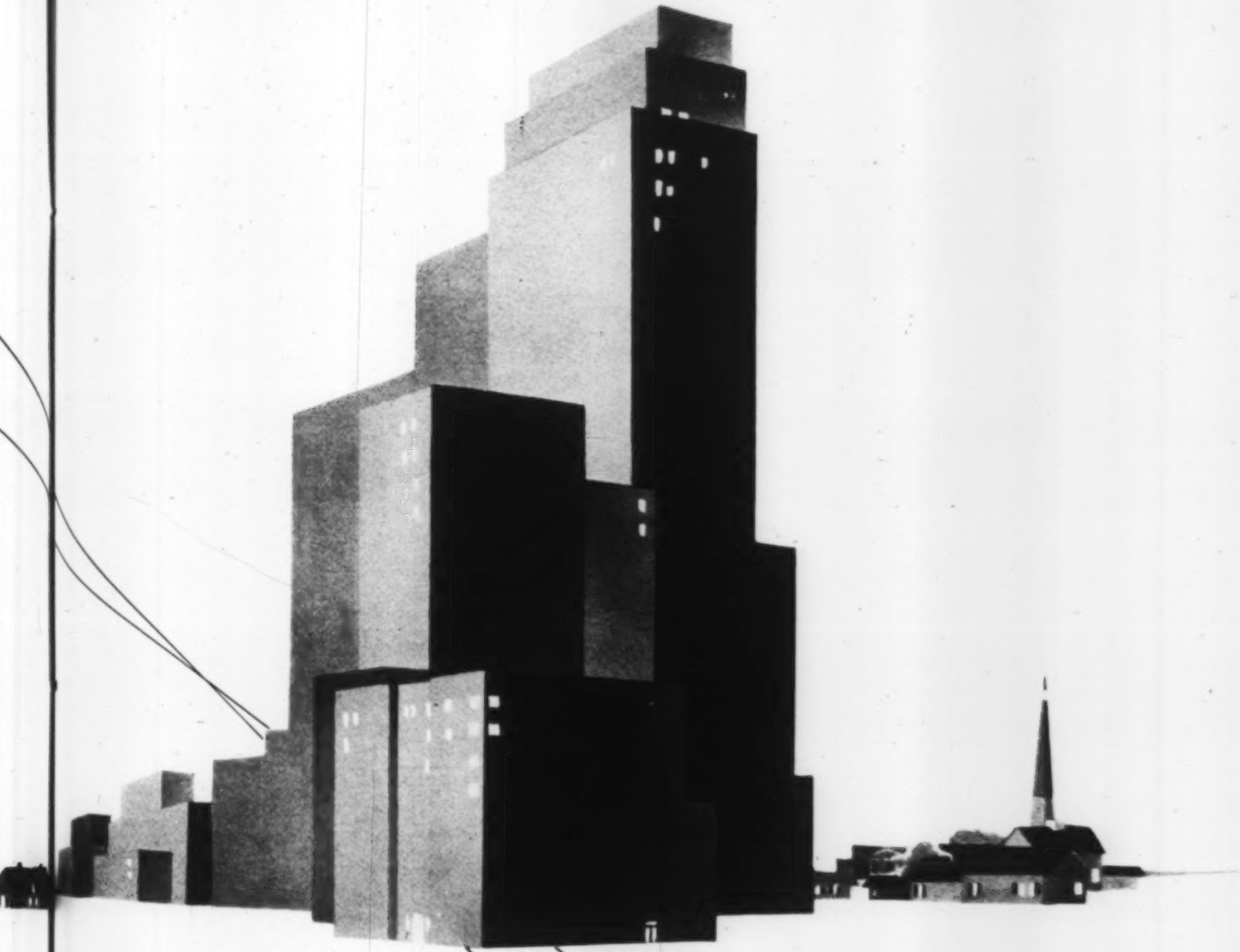
The largest survey of listening habits ever undertaken—NBC's 1942 Nationwide Survey—has just turned up with the answer:

In 324 of those 412 cities, NBC stations were listened to most at night, compared to 85 for the second network. *That's a lead of nearly 4 to 1!* Or put another way, 52% of the radio families in those 412 cities listen most to NBC stations, as compared to 24% for the second network.

Or put still another way, NBC stations (as the survey showed) have a substantial lead in night-time listening over the stations of *all* other networks in *every* type of market.

Or, to put it even more simply, NBC is today, more than ever, the network most people listen to most.

XUM

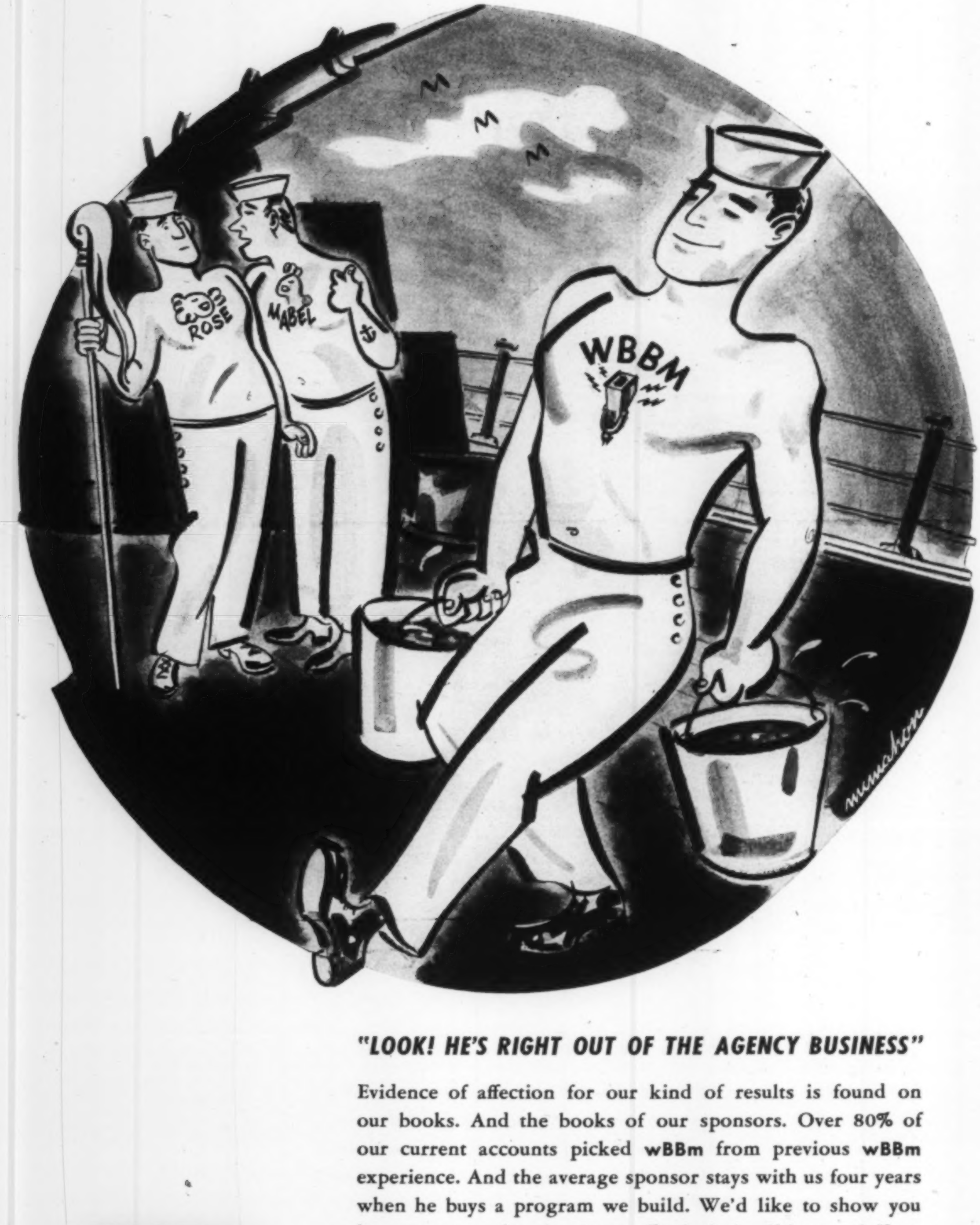


* One out of every 120 radio families in the United States told us what their listening habits were and what stations were their favorites. The results of these surveys, which will give this information for every county and every radio station in the country, will be published shortly.

P.S. Out soon—The story of night-time listening in the 412 25,000-and-over cities. Watch for it.

THIS IS THE NATIONAL BROADCASTING COMPANY

XUM



"LOOK! HE'S RIGHT OUT OF THE AGENCY BUSINESS"

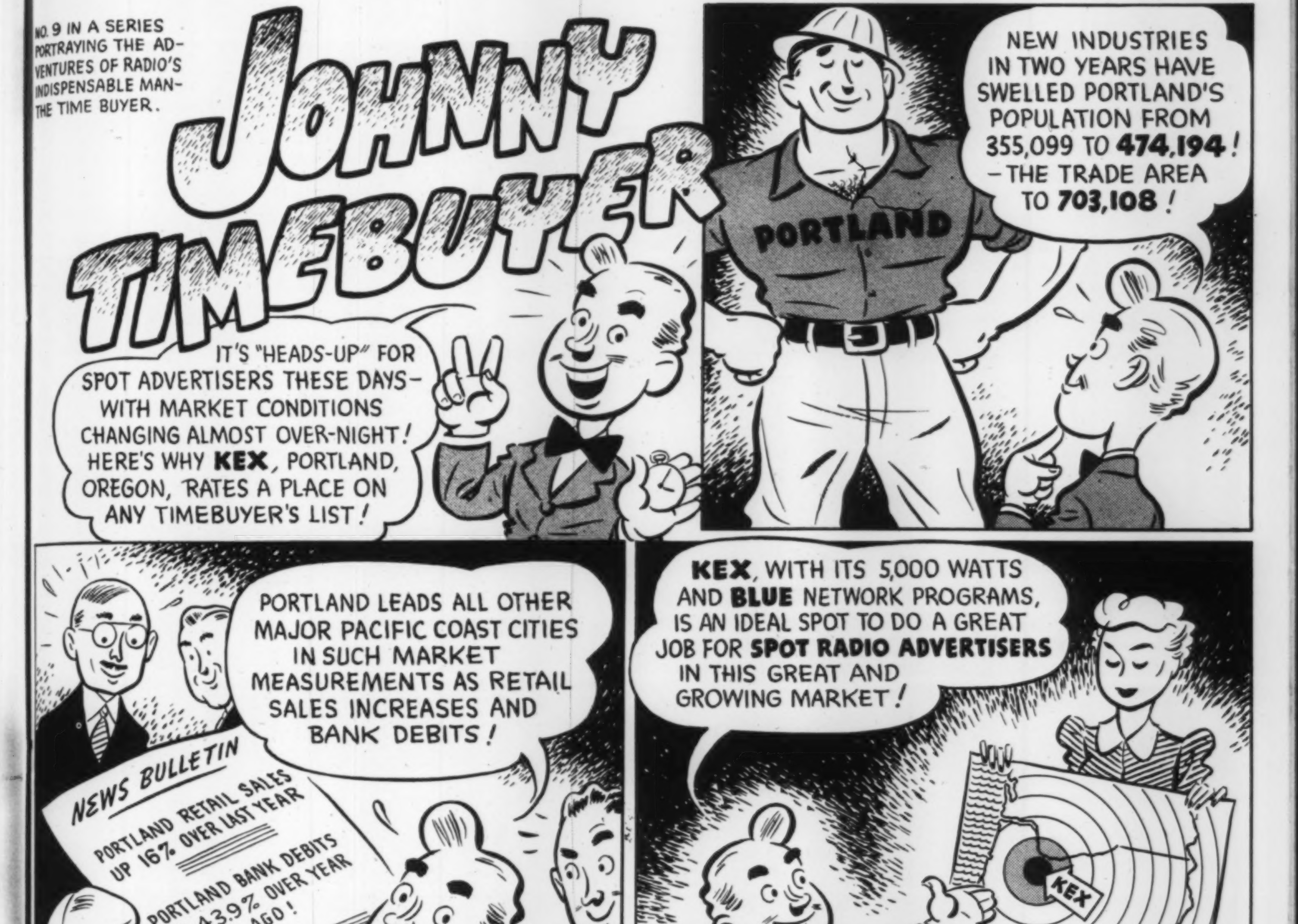
Evidence of affection for our kind of results is found on our books. And the books of our sponsors. Over 80% of our current accounts picked **wBBm** from previous **wBBm** experience. And the average sponsor stays with us four years when he buys a program we build. We'd like to show you how you can advertise more effectively in Chicago. *Call us.*

wBBm
CHICAGO
50,000 WATTS

THE LEADING CHICAGO STATION FOR 17 STRAIGHT YEARS

wBBm is the midwestern key station for the Columbia Broadcasting System and is represented nationally by RADIO SALES: New York, Chicago, St. Louis, Charlotte, Los Angeles, San Francisco

XUM


NO. 9 IN A SERIES PORTRAYING THE ADVENTURES OF RADIO'S INDISPENSABLE MAN—THE TIME BUYER.
JOHNNY TIMEBUYER
IT'S "HEADS-UP" FOR SPOT ADVERTISERS THESE DAYS—WITH MARKET CONDITIONS CHANGING ALMOST OVER-NIGHT! HERE'S WHY KEX, PORTLAND, OREGON, RATES A PLACE ON ANY TIMEBUYER'S LIST!
PORTLAND
NEW INDUSTRIES IN TWO YEARS HAVE SWELLED PORTLAND'S POPULATION FROM 355,099 TO 474,194! —THE TRADE AREA TO 703,108!
PORTLAND LEADS ALL OTHER MAJOR PACIFIC COAST CITIES IN SUCH MARKET MEASUREMENTS AS RETAIL SALES INCREASES AND BANK DEBITS!
NEWS BULLETIN
PORTLAND RETAIL SALES UP 16% OVER LAST YEAR
PORTLAND BANK DEBITS UP 43.9% OVER YEAR AGO!
KEX, WITH ITS 5,000 WATTS AND BLUE NETWORK PROGRAMS, IS AN IDEAL SPOT TO DO A GREAT JOB FOR SPOT RADIO ADVERTISERS IN THIS GREAT AND GROWING MARKET!
KEX
OREGON
YOU'RE MAKING A FINE RECORD!
KEX IS PROUD OF THE FACT THAT ITS "GOING PLACES" WITH THE BLUE!
PAT PAT
DON GILMAN
REPORT CARD
KEX
IN CHICAGO, THE RAYMER OFFICE IS THE "MECCA" FOR ALL ALERT SPOT TIME BUYERS!
RAYMER OFFICE
RAYMER OFFICE
RAYMER OFFICE
RAYMER OFFICE
PRAISE ALLAH—AND PASS TH' KEX ORDERS!
WALTER TENNEY
FOR THE ANSWER TO THE $64 QUESTION, "WHERE CAN I BUY TH' BEST RADIO SPOTS?" CALL THE NEAREST PAUL H. RAYMER OFFICE, OR WRITE OR WIRE DIRECT TO KEX!
KEX
KEX
"THE VOICE OF THE OREGON COUNTRY"
PORTLAND OREGON

XUM

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATION

JOHN A. BACON

SALES DIRECTOR, WGR-WKBW, BUFFALO

1924	University of Michigan
1924-25	Editor, Cadillac Motor Car Co., Factory and Sales Magazines
1925-26	Retail Advertising Representative, the Detroit News
1926-27	Manager, New York Office, "Furniture Record and Furniture Manufacturing"
1927-29	Sales Manager, Fibre Down Division, Rochester Folding Box Co.
1929-31	National Advertising Representative, Scripps-Howard Newspapers, New York City
1931-37	National Advertising Manager, the Buffalo Times
1937-39	New York City Office, Scripps-Howard Newspapers
1939	Advertising Representative, Popular Science Magazine
1939	Sales Director, Buffalo Broadcasting Corporation.

NOBODY but a ham would make a pun about bringing home the Bacon, so we'll get to the *meat* of this matter! For fifteen years, Johnnie Bacon did just about every kind of work there is, in newspaper and publication advertising. Then he saw the light about radio. Today Johnnie is one of the excellent reasons why WGR and WKBW are doing the outstanding job in Buffalo, and also one of the reasons you'll like to do business with WGR and WKBW. Enough said!

Once when we were young, a very successful executive of our acquaintance made a remark that has stuck with us ever since. Said he: "Never invest in a company until you've investigated the *management.* With *good management,* any company will succeed." . . . This year as never before, that rule also applies to the investment of advertising money in radio-station time. This year, as in every period of stress and change, good management is being reflected in *better results* for both the station and the advertiser. And this year as never before, we are happy that we can offer you these *bonuses of good station-management,* here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WJWC	CHICAGO-HAMMOND
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO-GRAND RAPIDS
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WINS	NEW YORK
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KARM	FRESNO
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *247 Park Ave.*
Plaza 5-4131

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *1512 N. Gordon*
Gladstone 3949

ATLANTA: *322 Palmer Bldg*
Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 25 WASHINGTON, D. C., DECEMBER 21, 1942 $5.00 A YEAR—15c A COPY

Yankee Sale Presages Blue Alignment

New England Net Acquired by Gen. Tire

PURCHASE of the Yankee Network by the General Tire & Rubber Co., subject to FCC approval, is expected to have a bearing on alignment of the BLUE Network in New England and possibly upon the ultimate sale of the BLUE.

That was the talk in radio circles after the formal disclosure last Wednesday that General Tire had consummated arrangements for purchase of Yankee, the four standard broadcast stations licensed to Yankee and two FM stations for approximately $1,200,000. Included also is the stock of Colonial Network Inc. Of this purchase price $950,000 would be in cash.

While formal confirmation was lacking, it was learned that William F. O'Neil, president of General Tire, has discussed acquisition of the BLUE Network itself, now a subsidiary of RCA, which is on the block by virtue of an agreement reached by the parent company with the FCC. A number of offers have been made for the BLUE. There was speculation about the formation of a syndicate, in which General Tire would be a principal, to take over the network. Acquisition of Yankee would be an important step in that direction.

Need for BLUE Coverage

Mentioned as possible participants in the syndicate with General Tire are John Shepard 3d, president and general manager of Yankee who would remain with Yankee after FCC approval of the sale, and George B. Storer, president of Fort Industry Co., which owns and operates six standard broadcast stations.

Need of the BLUE Network for outlets in New England since the transfer of WBZ, Boston, last July from the BLUE to NBC is expected to accelerate negotiations whereby a number of the Yankee Network stations will join the BLUE, assuming FCC approval of the transfer. The present BLUE outlet in Boston is WHDH, which is under a two-year contract. Consequently it is doubted whether any arrangements for WNAC, Yankee key, to join the BLUE could be made.

Coincident with the shift of NBC from the Yankee key to WBZ, Yankee joined MBS and is a stockholder member. When negotiations for affiliation of Yankee with the BLUE failed the latter network contracted with the then independent WHDH as its outlet. The whole question of WHDH fulltime operation on the 850 kc. clear channel is involved in litigation now in the Supreme Court. Should the FCC lose that case on appeal, as it did in the U. S. Court of Appeals for the District of Columbia last September, then WHDH would revert to part-time operation. In that event under its contract the BLUE would be free to negotiate for another Boston outlet.

Personnel to Remain

While there is expectation of prompt approval of the transfer by the FCC in the hope of consummating the sale this year, it was pointed out that delays may be occasioned because of General Tire's status as a stock company. Its 3,000 shares are widely held and it may be necessary to procure clearance through Securities & Exchange Commission in addition to the FCC.

Under the transaction Mr. Shepard announced in Boston that no material changes are contemplated in the operation of the network and its stations or in personnel. Mr. Shepard himself, now operating head, would remain as president and general manager under a five-year contract. He said the only reason for the sale was because of inheritance tax problems. His father, John Shepard Jr., owner of the network and the Shepard Stores in Providence, will be 86 years old Jan. 2 and it was decided that it would be desirable at this time for the estate to have a substantial amount of cash in order to meet future inheritance taxes.

Two FM Stations Included

Mr. O'Neil said the purchase of the 21-station network was the first step in the "post-war expansion plans" of General Tire, which include "entrance into other fields of manufacture and merchandising". He said that communications expansion is the first move made because of the growing importance of this field in the American economy and because engineers of his company already have developed many radio devices which they plan to offer to the public as soon as the war ends.

The transaction, under which General Tire acquires 100% of the stock of Winter Street Corp., Yankee holding company, involves also the acquisition of WNAC; WEAN, Providence; WAAB, Worcester; WICC, Bridgeport; and the FM stations W43B at Paxton Mass. and W39B with transmitter atop Mt. Washington. The Colonial Network, which does not hold any station licenses but operates independently, also would be acquired.

PRINCIPALS IN YANKEE SALE

W. F. O'Neil W. M. O'Neil John Shepard 3d

In the application filed with the Commission last Wednesday, containing a gist of the understanding between the two parties, it was stated the sellers are Mr. Shepard 3d and George R. Blodgett, Boston attorney, as trustees of Winter Street. The sole buyer is listed as General Tire. This statement revealed that substantially all of the assets of the standard and FM stations, plus the relay stations, as well as substantially all of the assets of Yankee, are acquired. There also will be sold to General, either directly or indirectly, all of the stock of Colonial Network Inc.

"The consideration of the sale," said the application, "is $1,150,000, plus an amount equivalent to the net quick assets of the Yankee Network Inc., the Colonial Network Inc., and the Winter Street Corp. The seller will receive $950,000 in cash at the time of the sale and the remainder of the purchase price will be payable in annual installments over five years, with 2% interest on the unpaid portion.

Policies Unchanged

"The general policies of the stations operated by the Yankee Network will, for practical purposes, remain substantially the same for the reason that John Shepard 3d will continue as general manager of the company."

Consummation of the purchase was disclosed coincident with the filing of the applications for transfer of the licenses of the four standard and two FM stations. General Tire, which has not other direct broadcasting interest, negotiated the transaction through President O'Neil with Mr. Shepard 3d and Attorney Blodgett. Paul D. P. Spearman and Frank W. Roberson, Washington attorneys for Yankee, filed the application for the transferor, while W. Theodore Pierson, Washington counsel for General Tire, filed in the interest of the purchaser.

The financial statement of General Tire, filed along with the ap-

(*Continued on page 67*)

Outside Writers Tested for Serials

Compton Agency Tries New Plan to Build Day Sketches

COMPTON ADV. Inc., New York, is quietly attempting to work out its own approach for the future development of the daytime serial type of program, it was revealed to BROADCASTING last week when a query was made on the basis of recent charges denouncing serials as out of tempo with the psychology of a nation at war.

Without joining in the debate, Hal James, script editor of the agency which is currently producing seven serials for Procter & Gamble Co. over CBS and NBC, pointed out that the agency has been interviewing writers for the past two months who have not been previously active in the field and urging them to experiment with the serial program as a form of literary expression.

Not Amateurs

"These writers are not amateurs or beginners," Mr. James declared to BROADCASTING, "but experienced writers who have had success in writing other types of radio programs or motion picture scripts or stories for magazines."

In talking of these writers, Mr. James emphasizes the belief of William M. Ramsey, director of radio for Procter and Gamble Co., on his long experience with radio script shows, that they offer the writer a challenging and important opportunity in a medium which has proved itself as a vital social force and a major means of advertising. Furthermore, Mr. James points out, the agency offers the experienced writer who is interested in tackling this new field, the objective criticism and sympathetic guidance of a group of people who have had years of experience with daytime serials and yet who do not have any preconceived dogmas about their treatment or method of presentation.

"New" Writers Wanted

When one of these "new" writers has a story that he wants to write in radio serial form, Compton offers him a chance to experiment on a graduated plan. First he submits a basic story and its projection in outline form. Then, if he and the agency agree on the story's merits, he prepares a series of scripts sufficient for several weeks of broadcasting, working under close agency supervision. Each part of the work is paid for as it is completed. If the story develops as anticipated, the scripts are cast, rehearsed and broadcast, either live or by transcription, in a test market. If the test is successful, the program may then be launched on a national basis, with the writer engaged to carry it on as long as its audience appeal and advertising return may justify.

Although this particular plan is a new development, it is a logical step in the history of the daytime serial. In the early days of this form of radio entertainment, script shows were written and produced by stations and networks to fill the vacant periods in the day's schedule. Such programs as *Vic and Sade*, *Mary Marlin* and *The Goldbergs* had been thoroughly audience-tested as sustaining features before they entered the realms of commercial radio.

Tested Writers Used

As the daytime hours became more and more filled with commercial programs, chiefly the dramatic serials, the broadcasters curtailed their experimentation with this now successful program form to a large degree, believing it better, more varied, programming to use some other type of program in the time left open between the sponsored serials. Then the advertisers in search of a new daytime drama turned to tested authors, employing the writer of one successful serial to write another serial for him.

As the buyers market had gradually developed into the writers market, so this latter developed into a period of doubling-up which has of late reached the saturation point. Now, according to Compton's radio executives and the advertising heads of Procter & Gamble, the time has arrived to go out after new writers who will bring fresh ideas and techniques to the field of daytime dramas and so keep it in step with the times.

Aid Infantile Drive

FULL COOPERATION in the annual campaign by the National Foundation for Infantile Paralysis was pledged last Thursday by a New York committee of foreign language broadcasters, who met at the Hotel Roosevelt to formulate broadcasting plans for this year's drive. Under the Chairmanship of Joseph Lang, WHOM, Jersey City, the committee includes Ralph Weil, WOV; Henry Greenfield, WEVD; William Alcorn, WBNX; Norman Warembud, WBYN, Brooklyn, and William Renman, WWRL. Starting Dec. 21, those six foreign language stations in the New York area will present daily spot announcements.

Slashing of Non-War Funds Is Expected in Next Congress

WITH THE demise of the 77th Congress on Dec. 16, predictions were freely made in official Washington that the new Congress, to convene Jan. 6, will be economy-bent and determined to slash all non-war spending. In this respect the FCC, among other Governmental agencies, may feel the knife.

Congressional leaders predicted full investigations of appropriations and spending by Government agencies, except the Army and the Navy. A well-rounded plan already has developed for retention of a staff of expert auditors and investigators by the House, to function under its Appropriations Committee in the fund probes. The FCC appropriation has practically trebled in the last three fiscal years, and totals approximately 8 million dollars for the next fiscal year.

War Legislation

While there was considerable activity affecting broadcasting last year in Congress, no important legislation pertaining directly to the industry passed, though several measures dealing with the war effort were adopted. The Sanders Bill (HR-5497), for a sweeping reorganization of the Commission, died with the session, after it had undergone extensive hearings. There is still considerable sentiment for revision of the 15-year-old Communications Act provisions relating to broadcast regulation and a revival of the legislation is expected in the new session, even though Rep. Sanders (D-La.), will not be back. He was defeated in the runoff elections.

Congressional leaders have stated clearly that they intend to examine intensively use of appropriations by executive agencies and ascertain whether "unnecessary" war activities have been set up as a means of procuring funds. They also have stated they want to determine whether current fiscal year appropriations have been diverted from so-called war activity to other work within these agencies.

While particular agencies have not been singled out in these pre-adjournment comments, it was learned that the FCC is included among the agencies to be subjected to this type of inquiry. More than half the Commission's funds have been earmarked for war operations, including its field and monitoring services built up since the defense program got under way.

Any investigation of the FCC, based on past experience, usually gets into its regulatory policies, which have been under fire virtually since creation of the agency. Several resolutions for full-scale investigations of the agency died with the adjournment of the 77th Congress. It is likely at least one or two will be reintroduced with the new session, probably in the House, where greatest interest has been evinced.

WCOP Operation Under FCC Fire

First Wartime Action Against Foreign Tongue Stations

FIRST FCC citation against a foreign language broadcaster since the outbreak of war was announced last week when the Commission designated for hearing the application of the Massachusetts Broadcasting Corp. for renewal of the license of WCOP, independently operated Boston station and member of the Bulova operated Atlantic Coast Network.

The hearings are to determine whether continued operation of WCOP in the hands of the present management will serve the public interest. According to the bill of particulars, the Commission will study the manner in which the management has conducted the station, particularly with respect to its foreign language programs.

Announcers Investigated

Testimony will cover methods of selecting and investigating personnel, qualifications of personnel, supervision of programs and sales.

Commission investigators have studied the activities of Franco Galluci, WCOP announcer, and time broker of many Italian language programs. Mr. Galluci, according to information supplied by the FCC, was president for many years of the Massachusetts Federation of Dopolavero, an organization which a FCC press release referred to as "a Fascist front organization."

Another WCOP foreign language announcer, Ubaldo Guidi was arrested by the FBI and interned at the outbreak of the war. Guidi had been in close contact with the Italian consulate in Boston and was widely known in New England as a Fascist organizer.

Harold A. Lafount, executive head of WCOP and of the Bulova stations and former member of the Federal Radio Commission, expressed surprise at the Commission action. He pointed out that the station has cooperated with FCC in making program changes and in presenting Government war messages to the Italian-speaking audience of Boston. A representative of the station said that Galluci was no longer employed by WCOP and that services of other individuals mentioned in the FCC statement have been terminated.

The FCC announcement of the hearing stated that Italian language broadcasting on WCOP had begun at the direction of the late Luigi Fiato, who was executive secretary of the Boston Fascio of the Fascist League of N. A.

Sylvia Pascoe Named

SYLVIA PASCOE of the timebuying department of Russel M. Seeds Co., Chicago, has been made assistant timebuyer under June Rollinson, chief timebuyer. Betty Peck of the secretarial staff has been advanced to traffic manager.

WHO ALONE GIVES YOU IOWA PLUS!

PLUS WHAT ?

PLUS LARGEST COVERAGE! Largest daytime primary coverage area and also the largest nighttime primary coverage area of any radio station in Iowa, based upon field strength surveys using FCC engineering standards. Only 1A Clear Channel station in State—50,000 watts.

PLUS BEST PROGRAM SERVICE! Only NBC program service station in Iowa. Has all the big shows and features. Also excellent local programs with many live talent shows that compete successfully against network programs for Iowa listeners. Unsurpassed in news-broadcasting leadership—in quality of service and audience.

PLUS GREATEST POPULARITY! "Listened to most" by 55.7% of all Iowa radio families (daytime), as against 18.2% for all other Iowa commercial stations—by 60.4% after 6 p.m., as against 10.9% for all other Iowa commercial stations, according to 1942 Iowa Radio Audience Survey. (1941 Survey indicates that "listened to most" station has six hours of listener's attention to every one hour for No. 2 stations in this State. However, this does not apply to large metropolitan centers.)

PLUS GREATEST SECONDARY COVERAGE! During winter months 60% of WHO's mail comes from Iowa, the balance from 35 to 45 States. Summer mail comes from 30 to 37 States.

PLUS LARGEST STAFF! Total 114 capable men and women are eager to deliver your program and sales message in a proper and acceptable manner into more Iowa homes than can be secured through any other radio station or combination of stations in the State. Every department head has many years of experience in "large station" operation. Engineering and research staff is considered to be one of the best in the U.S.A. by men who know.

PLUS RESULTS! WHO takes in more money for time and talent than all other stations in Iowa *combined*. This automatically must mean that WHO gives better results to advertisers. *Let us prove it!* Write today—either to us or to Free & Peters.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

New Yorkers Turn to Radio, As Strike Halts Newspapers

Theatres, Department Stores Buy All Available Time; Stations Add News Broadcasts

RADIO'S ABILITY to keep the public informed of latest news developments in addition to its flexibility as a medium for any and all types of advertisers proved more than equal to the emergency in New York last week when a strike by the Newspaper and Mail Delivery Union held up citywide delivery of eight metropolitan morning and afternoon newspapers.

Besides keeping vital news of the war from the public the strike occurred most inopportunely the week before Christmas when advertising by department stores and local amusements such as theatres and motion pictures is at its heaviest to reach the holiday crowds.

Stores on Air

The motion picture industry alone is estimated by the agencies handling the various accounts as spending about $30,000 in radio time from Dec. 14 through Dec. 17, day on which newspapers were again distributed to the New York public, after settlement of the strike at 1 a.m. on orders of the WLB.

Several local department stores took special time to promote their Christmas bargains. The Curtis Publishing Co. used four stations for special promotion of last week's *Saturday Evening Post*, and the newspapers themselves expanded regular tieups many of them have with local stations, as well as contracting for sponsored periods of news.

Theatres Buy Time

Radio executives were literally deluged early last week with requests for time on their stations. New York agency placing most of the accounts in the amusement field was Donahue & Co, which on Monday morning was instructed to buy as much time as possible for Loew's neighborhood theatres, the Capitol Theatre, Radio City Music Hall, the Center Theatre, and M-G-M, including spot announcements, participations, quarter-hours and half-hours on the four network outlets in New York, WABC, WEAF, WJZ and WOR, as well as WHN, WNEW, WMCA, WINS and WQXR.

WABC carried two quarter-hour participations for Loew's on *Personally, It's Off the Record* on Dec. 14 and on the early Arthur Godfrey show Dec. 15. Paramount Pictures, through Buchanan & Co., also sponsored four quarter-hours on the Godfrey program during the week. One-minute live announcements promoting current features were used on WEAF by Capitol, Music Hall and Loew's, spotted variously on such shows as *The Funny Money Man, News at Midnight, Studio X, Morning in Manhattan* and *Melodies at Midday*.

WEAF also reported that the Curtis Publishing Co., Philadelphia, which ordinarily takes large space in newspapers for each week's issue of *The Saturday Evening Post*, used participations both Wednesday and Thursday of last week to push sales of the Dec. 19 issue. That issue of the magazine also was advertised on WJZ and in eight other cities as part of a regular campaign for various weekly features. BBDO, New York, is agency.

WOR received special business from R. H. Macy & Co., New York department store, which took a quarter-hour with Pegeen Fitzgerald to advertise its Christmas bargains, as well as one- and five-minute announcements in the afternoons and evenings. Bloomingdale's, another department store, which has a regular program on WQXR, broadcast an additional quarter-hour for its Christmas trade on that station last Tuesday.

Other advertisers interested in using radio as a substitute for their extensive newspaper advertising included employment agencies and legitimate theatres, although the former group was not

(Continued on page 59)

WLB RULES CLEAR BONUS CONFUSION

WAR LABOR Board last week made public two rulings affecting bonuses and designed to eliminate confusion in the operation of the wage stabilization program.

First ruling grants authority to regional directors to pass on Christmas bonuses which may require Board approval. WLB previously ruled that bonuses not exceeding those paid last year needed no approval. Second order provides that bonuses paid employes entering the armed forces need not be approved by the WLB.

The board also ruled that escalator clauses in labor agreements shall not increase wages more than 15% above the level of Jan. 1, 1941. This limitation is in keeping with the general policy of the WLB to disallow increases above that level.

Book League Expands

BOOK League of America, New York, subsidiary of Doubleday, Doran & Co., New York, extensive user of radio, on Jan. 4 will start a new campaign on 200-250 stations to promote its monthly releases. Campaign will consist of five-minute transcriptions, thrice-weekly, featuring dramatizations of highlight parts of each monthly book the League offers to member subscribers. Business East of the Mississippi is handled by Huber Hoge & Sons, N. Y., and in the West by Raymond Spector Co., N. Y.

PROGRAMS GET SERIOUS consideration from Robert J. Landry (left), new CBS director of program writing, and Douglas Coulter, Columbia's director of broadcasts. Mr. Landry joined CBS Dec. 1 after 11 years with *Variety*.

Networks' Appeals Up Next February

Supreme Court To Review Chain-Monopoly Cases

THE MAJOR networks get their "day in court" before the Supreme Court of the United States in their joint effort to block enforcement of the controverted chain-monopoly regulations during the second week in February by virtue of the highest tribunal's action last Monday in agreeing to review the cases.

The cases have been docketed for the week of Feb. 8, though it is possible they will be heard a few days earlier or later. The appeals of NBC and CBS are from the adverse decision of the statutory three-judge court in New York last month dismissing the suits of the major networks. The lower court, however, issued an order restraining the FCC from making its regulations effective until after the Supreme Court's adjudication.

The Supreme Court noted "probable jurisdiction". Both CBS and NBC contended the FCC had exceeded its authority in issuing the regulations in May, 1941, and held that they are unconstitutional, improper and destructive.

MBS is an intervenor in the cases, having supported the regulations throughout. Charles V. Denny Jr., FCC general counsel, is expected to argue the cases in the court of last resort. MBS chief counsel is Louis G. Caldwell. Chief counsel for CBS are Charles Evans Hughes Jr., and former Judge John J. Burns. NBC's chief counsel is John T. Cahill.

Leseuer to FDR

WHEN Larry Leseuer, former CBS Moscow correspondent, visited Washington last week he attended one of the President's press conferences in the company of Eric Sevareid, CBS Washington chief. At the close of the conference he was introduced to Mr. Roosevelt and the two chatted for a few minutes. Before leaving Larry offered the First Man a German iron cross he had picked up on a Russian battlefield.

Tax Ruling Asked On Donated Time

NAB Seeks Internal Revenue Opinion on Deductions

FURTHER explanations of the position of the Bureau of Internal Revenue on deductions from taxes for time donated by broadcasters to federal agencies may be available soon as a result of a letter sent by the NAB Dec. 17 to Guy T. Helvering, Commissioner of Internal Revenue.

The letter, written by Russell P. Place, NAB counsel, seeks to determine whether Internal Revenue will consider such free time, equipment and talent a "contribution in money" for the use of the United States. Under an amendment in the 1942 tax law to section 23q, in cases of such gifts and contributions, a taxpayer may deduct up to 5% of his net income.

Expense Deduction Approval

Internal Revenue has already ruled that broadcasters may deduct the actual expenses involved in such productions, for these will be considered ordinary operating expenses. This position was stated in a letter from Commissioner Helvering to Mr. Place earlier this month [BROADCASTING, Dec. 14].

General opinion is that the Internal Revenue Bureau will follow the same reasoning in answering Mr. Place's second letter that was used in a ruling on newspaper advertising. It has been decided that newspapers cannot claim a 5% deduction and that such things as War Bond ads are not monetary contributions to the United States.

Using the same basis as applied in Mr. Helvering's first letter to Mr. Place, Internal Revenue said newspapers could deduct the actual mechanical expenses involved in preparing such advertising, but that there could be no space charge. Internal Revenue ruled that it is the duty and the business of newspapers to advise the public to buy war bonds and that the mechanical expenses involved are no different from those of any other news or advertising page [BROADCASTING, Nov. 30].

'Time' Film Spots

MARCH OF TIME Inc., New York, is promoting the film "We Are The Marines," in a four to eight-day campaign of live spot announcements totaling 108 on major stations in New York and Washington. Schedule got under way last week. New York stations used are WQXR WEAF WNEW WOR WMCA WJZ WABC. In Washington, commercials were placed on WMAL WJSV WRC. In addition to commercial advertising, the picture is being promoted through special mention on local stations and the major networks by commentators, including Lowell Thomas, Martha Deane, Arthur Godfrey, H. R. Baukhage, Adelaide Hawley, John B. Hughes, and others. Agency is Lord & Thomas, New York.

READY.. AIM..FIRE

Those boys KNOW what they're shooting at! And smart radio advertisers have learned they can AIM ... FIRE ... and HIT their market targets just as surely as the man behind the gun. No waste ... no misses.

Consider Baltimore ... today the country's 6th largest city. Do you know how sales costs can be reduced? The answer is WFBR.

The station that covers the Baltimore trading area *without waste.*

1. WFBR does not try to cover the surrounding states of Virginia, West Virginia, New Jersey, Pennsylvania or Delaware. Our job is the Baltimore market. We're under the impression that radio stations in those scattered states have loyal listeners of their own.

2. WFBR uses the electrical power that gives a magnificently clear signal DAY and NIGHT. There are no dead spots.

3. WFBR is the station Baltimore people have depended on for years. It has a station loyalty of listeners that has brought one half million people out of their homes into our studios.

If you want people to hear about your products in the town you sell them in ... WFBR is your buy in Baltimore.

RADIO STATION WFBR BALTIMORE

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

PHOTO BY ACME

Senate to Speed Probe of Petrillo

Hearing Jan. 12 Unaffected By Windup of Session

ACTION BY the Senate last Tuesday in terminating all standing, select or special committees authorized at previous sessions but which have been continued will in no wise affect the scheduled inquiry into the affairs and activities of James C. Petrillo and his American Federation of Musicians.

The Senate action, taken just prior to adjournment of the current Congress, provides for the termination of such authorizations as of the end of January, 1943. The Clark Resolution (SRes-286) authorizing the music investigation will be in full force as of Jan. 12, with Mr. Petrillo himself scheduled to appear before the committee as first witness. Prior to the end of January it is expected Senator Clark (D-Ida.), chairman of the subcommittee, will procure necessary authority to continue the inquiry if it has not been concluded by that time.

Government Agencies Cooperate

The purpose of the committee termination resolution, offered by Senator Hayden (D-Ariz.), was to eliminate all extraneous committees so that the Senate could start with a clean slate early in the new session. It was unanimously adopted by the Senate upon recommendation of Senator Lucas (D-Ill.), chairman of the Committee on Audit and Control.

Meanwhile plans for the hearing opening on Jan. 12 were being whipped into shape by Senator Clark and the committee special counsel, Herbert M. Bingham, Washington attorney. The "active cooperation" of interested Government agencies in the inquiry was reported by Mr. Bingham.

Several Government agencies have urged that the AFM ban on recordings and transcriptions, invoked by Petrillo last August, be lifted lest it seriously undermine the war effort through forced closure of small stations deprived of recorded program material and by other means. While no complete slate of witnesses has been released the committee has several score requests for appearances from organizations, individuals and Government agencies interested in relieving conditions precipitated by the Petrillo bans and ukases.

Double Duty

75% of the staff of WWSR, Albans, Vt., are serving as volunteer airplane spotters in an area said to be vital. Among volunteers to date are Tom Colton, manager, Norman Lyons, chief engineer, Cecile Souliere, office manager. They expect 100% enrolment.

Miles Laboratories Challenge FTC's Medical Label Control

Firm's Court Stand Threatens FTC Position in Cases Recently Filed Against Headache Remedy Makers

CHALLENGING the legality of Federal Trade Commission activities in the regulation of medicinal remedy labels, Miles Laboratories Inc., Elkhart, Ind., on Dec. 14 asked the Federal District Court of the District of Columbia to prevent the Commission from issuing a complaint against it for "unfair methods of competition in business".

Although the firm is a large buyer of radio time for Alka-Seltzer and Vitamins, none of its radio advertised products was involved in the FTC cases. The issues raised by Miles, however, may involve several pending FTC headache and medicinal remedy cases, some of which are against important time users.

Action Is Surprise

Miles move came as a complete surprise to FTC attorneys. It resulted from correspondence in which FTC sought a stipulation from Miles, agreeing to modify labels and advertising for its Nervine, Nervine Tablets and Anti-Pain Pills.

In a letter to Miles Nov. 17 Web Woodhill, chief trial examiner for the Commission, wrote: "you have failed adequately to reveal the potential danger to health that may result from improper or continued use of such drugs". Mr. Woodhill then referred to a copy of a stipulation which the Commission enclosed and asked Miles to agree to some modifications in its labels and advertising.

Miles complaint flatly rejected efforts of the FTC to obtain the stipulation and declared that the Commission was entirely without authority to ask such an agreement or to issue a complaint against it.

Label Authority Challenged

In effect, the complaint said that FTC uses its power over advertising indirectly to regulate labeling, a function entrusted to the Federal Security Agency by the Federal Food, Drug and Cosmetic Act of 1938. Miles said that its labels comply with the requirements of the Food, Drug and Cosmetic Act, designed to prevent mislabeling of merchandise.

The firm did not deny the FTC has authority over advertising, but insisted that this authority does not include the right to require cautioning statements beyond any required by the Food, Drug and Cosmetic Act. Moreover, the complaint asserted, FTC cannot require labels to state specific dangers resulting from excessive use of the product beyond the dosage specified on the label.

Miles pointed out that its labels for all three products contain all the warnings demanded by FTC, with the exception that the labels do not warn specifically that excessive use of Nervine and Nervine Tablets may cause mental derangement and that Anti-Pain Pills in excess may cause collapse. The complaint included exhibits of advertising and labels to show the following warnings: "Do not exceed recommended dosage or give to children" and "Overdoses or habitual use may be dangerous." The complaint stated that Miles' advertising contained instructions to read full directions on the bottle.

FTC Course Undecided

FTC attorneys last week-end, although confident that the authority of the Commission would be sustained, had not decided whether to move for dismissal of the complaint or to answer. A decision must be made within 60 days.

If Miles were sustained by the federal courts in challenging jurisdiction of the Commission, observers pointed out, similar challenges to FTC's jurisdiction might be offered by headache powder firms cited by the Commission Oct. 21. Three of the firms in these cases have filed answers on the facts of the case while three others, Emerson Drug Co., Baltimore (Bromo-Seltzer); Stanback Co., Salisbury, N. C. (Stanback Headache Powder); and B. C. Remedy Co., Durham, N. C. (BC Headache Powder) have been granted extensions in their cases and as yet have given no indication of the nature of their replies

Attorneys for Miles, although stating clearly that radio copy was not at issue in the present complaint, indicated that they felt the same arguments on FTC jurisdiction might apply in radio cases. Radio programs advertising Miles' products, not involved in this case, include *Lum 'n' Abner* and *Quiz Kids* on BLUE and *News of the World* and *National Barn Dance* on NBC.

FTC Headache Cases

NEW extensions were granted by the Federal Trade Commission last week to three of six headache and medicinal remedy manufacturers charged with misleading advertising Oct. 21. [BROADCASTING, Oct. 26]. Emerson Drug Co., Baltimore (Bromo-Seltzer) was given until Dec. 29 to reply, while indefinite extensions were granted B. C. Remedy Co., Durham, N. C. (BC Headache Powder), and Stanback Co., Salisbury, N. C. (Stanback Headache Powder). Three other firms have already answered, in general denying FTC charges.

FERGUSON HEADS FTC FOURTH TIME

GARLAND S. FERGUSON, member of the Federal Trade Commission since 1927, was elected FTC chairman for the fourth time last week, the Commission announced. He will succeed William A. Ayres, Jan. 1. The chairmanship of the FTC is traditionally rotated among the commissioners.

Mr. Ferguson

Mr. Ferguson will begin his fourth term as head of the FTC with a longer record of service than any other commissioner. A Democrat from South Carolina, he was named to the Commission by President Coolidge. Previous to his appointment he had held no public office. Following a successful law practice, he was special counsel to the Southern Railway and assistant general counsel to the Newport News Shipping Co.

Other personnel of the Commission remains unchanged, including Mr. Ayres, Ewin L. Davis and Robert E. Freer, appointed by President Roosevelt, and Charles H. March, another appointee of Mr. Coolidge.

OCD Program on WOL Sponsored by Hecht Co.

THE HECHT Co., Washington department store, last Wednesday began a 13-week series over WOL, 6:45-7 p.m., *Civilian Defense Reporter*, featuring Martha Smith, recently of Chicago, in quarter-hour of patter about civilian defense activities in the capital city.

Idea originated with OCD. Script is written by Tom Stone, chief of the Radio Section, Information Division, of which H. P. Godwin, brother of the BLUE commentator, is head. All talent is donated, Hecht Co. buying station time and presenting $25 cash or equivalent in merchandise each week to different Civilian Defense areas in Washington. This marks the first time the Washington OCD has built a radio show for sponsorship. Agency is Koster Adv., Washington.

SOME 'PRINT UGLIES'

They Pale 'Plug Shrinkers' —Says Retail Bureau

COMMERCIAL copy laden with "print uglies", says Frank Wright, manager San Francisco Retail Radio Bureau, in a letter to *Reader's Digest*, causes him to take issue with the Plug Shrinker's "sudden abash at radio's modest transgression".

Citing exhibits from a recent issue of the *San Francisco Examiner* in which he finds that 13 of 1 selected samples of commercial plugs are in their present text "unacceptable to all Bay Area Radio Stations", Mr. Wright concludes that "print uglies" "have already callouse-lined our innards" and "no longer detract from the savor of the reader's chop".

XUM

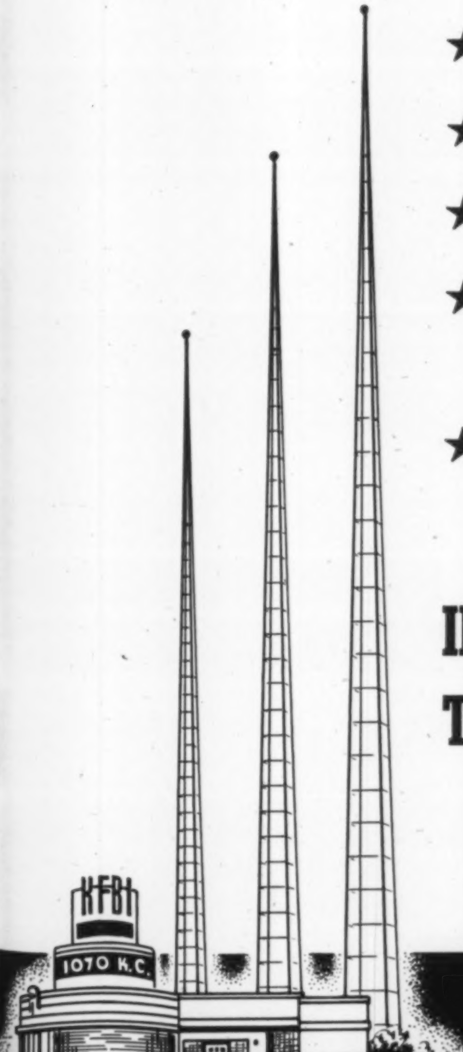
THERE IS ONLY 1 STATION

IN THE BOOMING AND BUYING WICHITA MARKET WITH

- ★ THE BEST WAVE-LENGTH
- ★ 24-HOUR, SEVEN-DAY OPERATION
- ★ PRESTIGE AS KANSAS' OLDEST STATION
- ★ TWO NETWORKS — BLUE AND MUTUAL
- ★ EIGHTEEN LIVE TALENT RADIO SHOWS DAILY
- ★ THOROUGH MERCHANDISING SERVICE BY FOUR EXPERIENCED REPRESENTATIVES
- ★ AN ENVIABLE REPUTATION FOR GETTING DISTRIBUTION, FOR PULLING MAIL

IF YOU WANT TO SELL THE RICH, AND THE NOW ENRICHED WICHITA MARKET,

BUY INFLUENTIAL KFBI



KFBI—WICHITA

5000 WATTS — BLUE AND MUTUAL

RAY LINTON, General Manager   HOWARD H. WILSON & CO., National Representatives

CBS STOCKHOLDERS ADOPT PALEY CUT

CBS STOCKHOLDERS, at a special meeting in New York last Wednesday, approved four proposals of the board of directors calling for a reduction of compensation for William S. Paley, CBS president, from approximately $200,000 to $65,000 a year; for authorization of a pension plan; for a reduction in additional compensation currently given and for a pension for Edward Klauber, chairman of the CBS executive committee.

Details of the proposals [fully explained in the Nov. 23 issue of BROADCASTING] were briefly outlined by President Paley and the proposals were adopted without a dissenting vote.

Afton S. Hayward, a minority stockholder, questioned Mr. Paley regarding the operations of the CBS program department, expressing disapproval of the network's sustaining programs despite Mr. Paley's answer that these are now receiving higher ratings than at any time in CBS history. He also asked for a review of the court actions on the FCC network monopoly regulations, which Mr. Paley summarized briefly.

Carter Ponders Change In Broadcast Rendition

CARTER PRODUCTS, New York, will replace its schedule of recorded one-minute announcements on WJZ, New York, WOR, New York, and on several Canadian stations, with a five-minute program of recorded talks of a philosophical nature. This will mark the first time the company has used a program unity in its spot radio advertising. Recordings start on WJZ New York, Jan. 4, on a five-weekly basis, at 10:55 a.m. Company, which uses an extensive spot schedule for Carter's Little Liver Pills, is understood to be testing the programs for comparison with the one-minute announcements which will be maintained on other stations, in addition to Carter's BLUE weekly program, *Inner Sanctum Mystery*, also for Little Liver Pills. Ted Bates Inc., New York, handles the account.

FM Sales Growing

RADIO DEALERS report the most FM sales in the service area of W55M, Milwaukee, in many months. Sales spurt is attributed in part to series of dealer promotions currently featured by W55M in the Milwaukee *Journal* stressing clarity of FM reception and reminding potential buyers of dwindling stocks, irreplaceable until after the war. Copy lists 90 radio dealers in the W55M service area.

Consolidated Series

CONSOLIDATED DRUG Trade Products, Chicago, on Dec. 13 began a series of spot and station-break announcements for Velure Hand Lotion and Zymole Trokeys in a 13-week campaign on Chicago stations WENR, WBBM, WGN and WJJD. Agency, newly-appointed, is Arthur Meyerhoff & Co., Chicago.

1878 Cornelius D. Tomy 1942

ONE OF RADIO'S most lovable characters—Cornelius D. Tomy, 64, known to thousands of radio listeners as "Uncle Neal", is dead.

Mr. Tomy

It was in April, 1922, that Mr. Tomy was named general manager of Station WCX, then being established by the *Detroit Free Press*. It was his voice that was first heard over that station. Later he became general manager of WGHP, the forerunner of the present WXYZ, but returned to WCX to resume his old position.

In 1929 WCX was absorbed by WJR, Mr. Tomy becoming an announcer and director of special broadcasts for the organization. He has been with WJR ever since, in recent years as director of publicity and as narrator on the Sunday morning reading of the comics.

With the opening of WCX, Mr. Tomy created *The Red Apple Club* and became its "Merry Old Chief". A late night variety show starring many famous personalities of stage and screen, *The Red Apple Club* won a great audience. In those days when radio was in its infancy, WCX and WWJ divided time on the same frequency to avoid interference.

But it was through his years of service as conductor of children's programs on WJR that Mr. Tomy won a permanent place for himself in the hearts of young and old alike. His was a sincere love for children and they reciprocated with a warm affection reflected in the fond appellation, "Uncle Neal", with which they greeted him.

One of the features of *Uncle Neal's Birthday Party* that Mr. Tomy conducted for years on WJR was to reveal to young listeners the hiding places of their birthday gifts. Those early listeners, now grown, know now that Uncle Neal had the cooperation of parents, but in their youth it was a miracle indeed when he donned his "magic eyeglasses" and started telling those with birthdays where to go for their gifts.

Mr. Tomy's death was commemorated with memorial services by two Detroit radio stations. On WWJ Ty Tyson, sports commentator and, like Mr. Tomy, a veteran in Detroit radio; George Stark, staff writer for the *Detroit News;* and Ole Foerch, organist, carried their audience back to the early days of radio, picturing with music and narration the story of Mr. Tomy's life. WJR's memorial broadcast brought to the microphone Bernice and Prudence Butterfield, pianists who were associated with Mr. Tomy on the air.

One of the closest friendships in radio was that enjoyed by Mr. Tomy and Leo J. Fitzpatrick, vice-president and general manager of WJR. Together they participated in radio's development from almost the very first days of broadcasting.

Mr. Tomy, who was born in Fairfield, Ia., Oct. 27, 1878, died Dec. 14 in Cottage hospital, Grosse Point, Mich., following a paralytic stroke. Besides his widow, Mrs. Reva Crane Tomy, he is survived by a son, Wallace C., Indianapolis, and a daughter, Mrs. M. Schling Jr., New York.

MORE CONVENTIONS BY RADIO

Science Group Latest to Conduct Annual Meeting Through Special Broadcast

LATEST organization turning to radio as a substitute for conventions is the American Assn. for the Advancement of Science. With the yearly meeting called off at the request of the Office of Defense Transportation, CBS is turning over the Dec. 26 broadcast of *Adventures in Science* to a "radio convention," and is adding an extra quarter-hour to the program. Speakers will include Dr. Irving Langmuir, retiring president of the AAAS, and Dr. Arthur H. Compton, president.

Another group to replace its conventions with a broadcast is the National Education Assn., which held its second radio convention on NBC Dec. 14 and plans a third broadcast for the same purpose [BROADCASTING, Dec. 14]. Technique used by NEA has involved a half-hour program on the full network followed by discussions among listening groups throughout the country. First meeting by air this fall drew "attendance" estimated at 81,000.

Transportation problems also caused cancellation of the National Federation of Music Clubs biennial meeting. That group plans to use network programs next spring in a radio project to be known as *American Music Festival of the Air* [BROADCASTING, Oct. 12].

Radio conventions to date have been primarily sustaining public service features. Only group to purchase time for broadcasts replacing cancelled meetings was Libby McNeill & Libby, Chicago, which held a "sales meeting of the air," in a half-hour program on the BLUE, Oct. 19 [BROADCASTING, Oct. 19] in lieu of its annual convention. Broadcast was directed to consumers, as well as to salesmen and dealers. Libby agency is J. Walter Thompson Co., Chicago.

Lohnes Is Electe By Radio Lawyer

Fisher, Gibbons Are Name To Be Vice-Presidents

HORACE L. LOHNES, Washin ton attorney, was unanimou elected president of the Feder Communications Bar Assn. at annual meeting Dec. 12 at the Mayflower Hotel, Washington. He succeeds Judge E. O. Sykes, former member of the FCC.

Mr. Lohnes

Elected first vice-president was Ben S. Fisher, also of Washington, who succeeds Lt. Com. Paul M. Segal, USNR, who was not a candidate becau of active duty. John F. Gibbons, general counsel of RCA Communications Inc., New York, was elected second vice-president succeeding Elliot Lovett, of Washington.

Others Elected

Lester Cohen, of the Hogan & Hartson law firm, was elected secretary succeeding Reed T. Rollo, who became a member of the executive committee. Kenneth L. Yourd, Washington counsel for CBS, was elected treasurer succeeding John M. Littlepage.

Also elected to the executive committee were retiring President Sykes for a three-year term, Mr. Rollo for a three-year term, and Mr. Lovett for a one-year term. All five officers likewise serve on the executive committee.

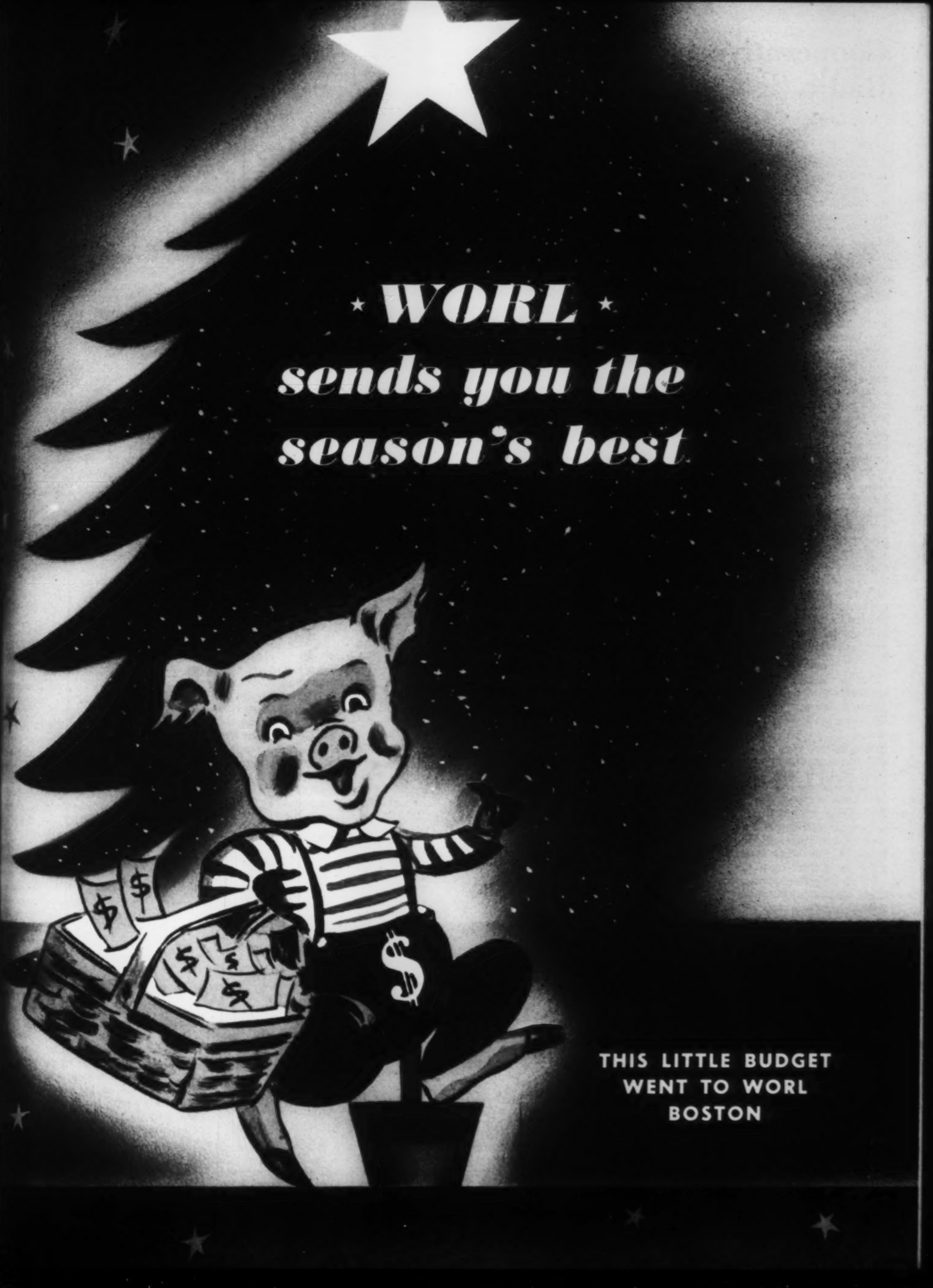
Holdover executive committeemen are Ralph Van Orsdel, general counsel of Chesapeake & Potomac Telephone Co., Washington, and Herbert M. Bingham, of Washington, for two-year terms, and Philip J. Hennessy Jr., of Washington, for a one-year term.

At its annual banquet, the association heard an off-the-record address by Commissioner T. A. M. Craven, of the FCC and chairman of the Government's technical committee on international shortwav broadcasting. Paul A. Porter, former CBS Washington counsel and now assistant director of the Office of Price Administration in charge of rent control also informally addressed the group in a humoro vein.

At its business meeting, the a sociation adopted a resolution r mitting dues of all members in t armed services.

St. John's New Series

ROBERT ST. JOHN, NBC co mentator, has started a series five-weekly analyses of the Wa ington scene at 1:45 p.m., repl ing Morgan Beatty, military a alyst, who has been assigned London. St. John formerly ser as NBC representative in the Br ish capital, returning to this co try recently to recover from effects of an over-heavy sched


★ WORL ★
sends you the
season's best
THIS LITTLE BUDGET
WENT TO WORL
BOSTON

XUM

Cooperative League Planning Radio Series Early Next Year

No Conflict Between Proposed Program and NAB Code Is Found at Joint Meeting

ALTHOUGH NO date has been selected, the Cooperative League of the USA plans to take the air early in 1943 as the result of conferences at the Mayflower Hotel, Washington, Dec. 14-15 between the Code Committee of the NAB and officials of the Cooperative League.

Network sentiment indicates that such a program must be sponsored by a specific cooperative and not by a trade association. Furthermore the program can't be a 15-minute commercial but must limit its sales talk to three minutes and must offer a specific product or service for sales; however, it can describe the features of the cooperative setup as specified in the agreement. If these terms are complied with it appears that CBS will accept the program.

At the close of the two-day session, a joint statement was issued by the NAB and the Cooperative League which points out that no conflict exists between the league's proposed program and the terms of the NAB code. The text of the statement follows:

"We believe that the advertising of cooperatives is and has been acceptable under the Code when the programs offered are designed to sell goods, trademarks or services of cooperatives.

Commercial Copy

"It is agreed that there is no objection to commercial copy incorporated in a program sponsored by a cooperative enterprise which states that (a) any person can make purchases at cooperatives; (b) membership in cooperatives is open and voluntary; (c) cooperatives are owned by members, each of whom has one vote; (d) profits or savings are returned to member-owners. However, in making such statements no attack is to be made on any other business enterprise or system of distribution.

"The length of commercial copy and character of such program should conform to the provisions of the NAB Code.

"Any discussion of the cooperative movement as such or as an economic system is properly confined to sustaining time which may be given by stations or networks in accordance with the public interest."

Joint Statement Agreed Upon

Monday morning the NAB Code Committee met in executive session to consider the question. During the afternoon session the Cooperative representatives were invited to sit in with NAB officials in exploratory fashion to determine whether or not the spirit of such a program was consistent with the spirit of the code. After a complete hearing the Tuesday morning session was devoted to the development of a memorandum on the question which provided the basis of the afternoon discussion. Finally the joint statement of the Cooperative representatives and the NAB officials was written and released to the press.

Representing the Cooperative League of the USA at the conferences were: Murray D. Lincoln, president; E. R. Bowen, executive secretary; Wallace J. Campbell, assistant secretary; John Carson, Washington representative; Robert L. Smith, educational director of the Eastern Cooperative League. The Code Committee members in attendance were: Earl J. Glade, chairman, KSL, Salt Lake City; Grant Ashbacker, WKBZ, Muskegon; Jan Schimek, CBS, New York; Lee B. Wailes, KYW, Philadelphia; William S. Hedges, NBC, New York; Neville Miller, NAB president; Russell P. Place, NAB counsel and secretary to the Code Committee.

Up to Networks

Now it is up to networks to decide how such a program might be developed for broadcast. Originally the program sponsored by the cooperatives had been scheduled to start Oct. 11 but NBC and CBS refused to sell time. NBC explained its position when it said that the material had been studied and its officials concluded that the organization's major purpose was the promotion of new memberships. This is a violation of the network's policy since commercial time is never sold ~~except to~~ promote membership drives for the Red Cross or the annual "March of Dimes" campaign. This question is not clarified by the NAB Code Committee's conclusion.

CBS explained its refusal to sell time in terms of content since the league's program was intended to promote "a fundamental change in the present system of marketing". CBS officials explained that this was a subject of controversy and therefore could not be aired in time purchased for the purpose. CBS policy was adopted by the NAB in 1939 and incorporated in the Code which allows sustaining time for presentation of contending viewpoints but doesn't permit sale of time for discussion of any side of a controversial issue.

Following the network's refusal to sell time to the Cooperative League, Sen. Norris (Ind.-Neb.), sought Senate inquiry into the refusal to determine radio's right to decide who may use its facilities and suggested the possible amendment of the 1934 Communications Act to this end. The FCC stepped in at this point and obtained a statement of the facts from the networks and finally the NAB interceded to bring the League and the networks together to study the question.

U. P. YEAREND SERIES

Editors Select Gen. Clark For 1942 Hero

FIRST choice of the more than 300 radio news editors queried by United Press Radio for the title "American Hero of 1942", was Lt. Gen. Mark Wayne Clark, who made a secret tour of North Africa to lay the ground work for the Allied invasion. His exploits will be featured in special program titled *American Hero of 1942*, one of a series of nine quarter-hour scripts UP will supply its 535 subscribers as summaries of the year's outstanding developments.

Others in the series of year-end scripts are: *The World at War, The Year and the Nation, The Year and the Farmer, Women of the Year, Chuckles of 1942, Sports in '42, The Year in Movieland, The Year in Business.* Special promotion is being supplied UP radio clients in connection with the series to assist them in obtaining sponsors.

TEN-FOR-TEN—Ten new members of the Ten-Year-Club of KOIN, Portland, Ore., were "inducted" at a recent banquet [BROADCASTING, Dec. 7]. Those who joined the club founded by Charles W. (Chuck) Myers, KOIN president, were (seated, l to r): Earl Granger, auditing department; Clyde Phillips, treasurer; Charles Couche, advertising manager; Louis S. Bookwalter, technical director; Henry M. Swartwood Jr., program manager. Standing: Ivan Jones, night operations manager; James Riddel, chorus director; Lloyd Woodell and Byron Paul, transmitter engineers; Frank Trevor, member of the station artist staff.

New WPB Fiel Service Designe To Assist Radi

Horning Head of Grou On Distribution of Parts

NEW MEASURES to provide aid to broadcasters in obtaining transmitter tubes and other replacement parts were taken last week when the WPB Radio & Radar Division established a Field Service Section designed to decentralize the distribution machinery.

The new organization includes a staff of about 40 veteran radio men, located at offices in every region of the country. Their job involves expediting preference ratings for replacement parts and channeling distribution of parts into the civilian economy.

Frank S. Horning, former RCA production and sales engineer, heads the new organization, which includes a directing staff in Washington. Until the recent WPB shakeup Mr. Horning was chief of the Radio & Radar Industrial Section [BROADCASTING, Nov. 16].

Will Eliminate Confusion

Although a principle duty of the field officer will be to iron out bottlenecks in the production of Radio and Radar equipment, it was said officially, the men also will be responsible for eliminating confusion over the operation of preference ratings and the purchase of replacement parts.

Mr. Horning said that when the Field Service Section gets into operation it will no longer be necessary to call Washington for aid. Field officers will have necessary power to grant effective preference ratings.

WPB said that the Field Service will play a major role in the forthcoming Victory Model and replacement tube programs and will be responsible for distribution of these civilian parts. Allocation and distribution of rare materials, among other problems, will be handled through the field officers.

In its distribution function, the Field Service will insure civilian supplies against "raids" by non-civilian leaders, WPB indicated. Members of distributors' associations had said recently that receiver tube shortage may be traced largely to raids by military purchasing agents on supplies earmarked for civilian use. [BROADCASTING, Nov. 23].

Field Offices already have been established in New York, Chicago, Philadelphia and Boston, while others are planned at Cleveland, Los Angeles and Detroit. The New York office, under Frank Misterly, has a staff of seven, while a staff of nine, headed by Ray C. Woodford, formerly in charge of sales and production of Stewart Warner Corp., will be located in Chicago. Chicago office also will cover Kansas City. Frank Aiken, formerly with Atwater Kent, will have charge of the Philadelphia office.

XUM

THERE'S NOT ANOTHER LIKE IT!

The majestic Sphinx has sat for ages amid the shifting desert sands—a silent witness to the rise and fall of kings and conquerors.

No silent onlooker to the changing scene is WTIC. For more than 17 years, WTIC has played an active and important role in the lives of Southern New England's inhabitants. Because of its unique position, WTIC is able to offer you an unparalleled sales opportunity in this wealthy market.

The above average per family buying power and the high radio ownership in Southern New England make it a natural to sell by radio. And when you employ the power, authority and public acceptance of WTIC to do that job, you'll understand why we insist

THERE'S NOT ANOTHER LIKE IT!

WTIC

50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston,
Chicago, Detroit, San Francisco and Hollywood

What do THEY think of FM?

This new antenna by G. E., with circular bays, eliminates the usual complex, costly structure, yet radiates energy uniformly. It is an example of General Electric engineering leadership in FM equipment.

G.E. WENT TO THEM AND FOUND OUT!

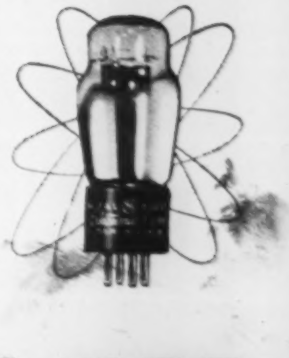
AMONG owners of frequency-modulation receivers, a large majority like the quality of FM reception. For example, 85 per cent say it is better than regular broadcast reception, and 91 per cent would recommend it to their friends!

These are facts and figures taken directly from a survey made for General Electric in 14 cities by an independent research organization. Among owners of General Electric FM receivers, the approval registered was even greater.

The research organization went directly to private homes for its findings. It sought and obtained answers from both FM and non-FM owners of high, medium, and low cost sets. The answers took on a pattern of telling significance.

Seventy-eight per cent of the non-FM owners rated virtual freedom from static and better tone quality as the outstanding FM advantages. Eighty per cent of FM owners emphasized these same advantages also.

Today G. E. is building FM transmitting and receiving equipment for war purposes only, with the same precision and skill that characterize all of its electronic devices. When peace comes, General Electric FM equipment will be more than ever the best that money can buy! . . . For detailed information on the FM survey, write for booklet, entitled "What the Consumer Thinks of FM," to Radio, Television, and Electronics Department, General Electric, Schenectady, N. Y.



FM Receivers • FM Broadcast Apparatus • FM Broadcasting • FM Police Radio • FM Military Radio

NO OTHER MANUFACTURER OFFERS SO MUCH FM EXPERIENCE

GENERAL ELECTRIC

FM

160-A2-8918

AWARDS BY DUPONT PLANNED IN MARCH

THE 1942 Alfred I. duPont annual radio awards, established last May by Mrs. Alfred I. duPont of Jacksonville, widow of the former Florida industrialist, will be announced the first week of next March, according to W. H. Goodman, secretary of the committee of awards. Mr. Goodman asked that nominations be made in writing to him at the Florida National Bank, Jacksonville, nominations to be accompanied by data supporting the claims of outstanding service.

Two cash awards of $1,000 each are to be made. One will go to "the individual radio station in the United States which, in the opinion of a board of judges, has rendered outstanding public service during the calendar year by encouraging and promoting American ideals and giving devoted service to the nation and to its community." The other award will go "to the radio commentator who, in the opinion of the judges, has performed outstanding public service by aggressive, consistently excellent and accurate gathering and reporting of news during the calendar year and for expert and reliable interpretation of the news."

The board of judges, not yet announced, will be composed of five members—one representative of a nationwide women's organization; one non-commercial, non-political affiliate of the radio and broadcasting industry; one nationally prominent educator; one nationally prominent expert on public opinion and national affairs; one representative of the Florida National Group of Banks owned by the duPont interests.

Wrigley Devotes Shows To War Effort Themes

WITH announcement that the *Ben Bernie* program is cooperating with the OWI and local U. S. Employment Service officials in bringing listeners vital messages concerning the country's manpower problems [BROADCASTING, Dec. 14], the Wm. Wrigley Jr. Co., Chicago, is going all out for the war effort with its three CBS full network programs.

The recently-renewed show *The First Line*, heard Thursdays at 10 p.m., tells Americans about their wartime Navy, while Wrigley's *Sergeant Gene Autry*, Sundays at 6:30 p.m., broadcasts the exploits of Army Air Forces heroes. Agency for the Autry and Bernie shows is Arthur Meyerhoff & Co., Chicago, while J. Walter Thompson Co., Chicago, handles *The First Line*.

Travers With Crosley

ELLIS TRAVERS has been appointed director of advertising and public relations for the manufacturing division of the Crosley Corp., Cincinnati, it was announced by R. C. Cosgrove, vice-president. For nine years Mr. Travers was vice-president of Ruthrauff & Ryan in New York and Detroit. Prior to his agency experience, Mr. Travers was director of advertising and assistant sales manager of Nash Motors, Kenosha, Wis.

INCREASED EFFICIENCY is the goal of these two groups under recent reorganization of NBC [BROADCASTING, Dec. 7]. Staff operations group (top photo) appointed by President Niles Trammell studies network's problems and considers suggestions to increase operating efficiency.

Seated are (l to r) Wynn Wright, program dept.; W. Burke Miller, public service; Sheldon Hickox, stations; W. E. Webb, promotion; Irene Kuhn, promotion; Easton C. Woolley, group chairman; Bertha Brainard, programs; Sydney Eiges, press; I. E. Showerman, sales; Ernest de la Ossa, personnel. Standing (l to r) Joseph A. Ecclesine, promotion; Stockton Helffrich, continuity; Noran E. Kersta, television; George McElrath, engineering; Francis McCall, news; Lewis Titterton, scripts. Edward R. Hitz of sales dept. is not in the picture.

Technical development committee (lower photo) discusses engineering achievements which promise new services. Members are (l to r) Robert E. Shelby, development engineer; Charles B. Brown, director of advertising and promotion; Raymond F. Guy, radio facilities engineer; O. B. Hanson, vice-president and chief engineer, group chairman; Dr. Alfred N. Goldsmith, consulting engineer; John F. Royal, vice-president in charge of international broadcasting; Mr. Kersta. Mr. Brown will be chairman in Mr. Hanson's absence.

OWI Domestic Radio Bureau to Meet With Regional Consultants Dec. 28-29

TO ACQUAINT its regional consultants with the overall operations of the Office of War Information and more particularly with the plans for domestic broadcasters during the next year, OWI's domestic radio bureau will stage a three day session in Washington Dec. 28-30.

The first day's program will feature addresses by Elmer Davis, OWI director, who will discuss OWI policies and philosophy; Milton S. Eisenhower, associate director of OWI, explaining the overseas operations; Gardner Cowles, director of domestic operations, describing the general operation of the entire domestic branch; William B. Lewis, chief, domestic radio bureau, elaborating on the network and station operating plans; Ken R. Dyke, chief, bureau of campaigns, describing the function of his unit.

Philadelphia Test

The second day's program will stick closely to radio matters involving a report from each regional consultant and a report on the test setup in Philadelphia [BROADCASTING, Dec. 14]. The last day's program will feature a discussion of the OWI local announcement and transcription plan presided over by Richard F. Connor, OWI station relations chief. In addition a discussion of the problem of clearance resulting from OWI regulation No. 2 will also be conducted. Assistant chief of the station relations section is Elaine Ewing, with Carl Haverlin as headquarters consultant. The regional setup follows:

District I, Harold E. Fellows, WEEI, Boston; District II, Herbert Pettey, WHN, New York; District III, Leon Levy, WCAU, Philadelphia; District IV, G. Richard Shafto, WIS, Columbia; Assistant: James H. Moore, WSLS, Roanoke; District V, Thad Holt, WAPI, Birmingham; District VI, James T. Ward, WLAC, Nashville; District VII, H. K. Carpenter, WHK, Cleveland; District VIII, Leo Fitzpatrick, WJR, Detroit; District IX, Gene T. Dyer, WAIT, Chicago; District X, Merle Jones, KMOX, St. Louis; District XI, Kenneth M. Hance, KSTP, St. Paul; District XII, William Gillespie, KTUL, Tulsa; District XIII, Martin Campbell, WFAA-WBAP, Dallas-Fort Worth; Assistant; Karl O. Wyler, KTSM, El Paso; District XIV, Robert Hudson, Director, Rocky Mountain Radio Council, Denver; District XV, Lincoln Dellar, KSFO, San Francisco; District XVI, Lawrence W. McDowell, KFOX, Long Beach; Assistant: Dick Lewis, KTAR, Phoenix; District XVII, Sheldon F. Sackett, KOOS, Marshfield; Associate: Robert S. Nichols, KEVR, Seattle; Station Advisory Board—Neville Miller, NAB; John Shepard, III, Yankee Network; James D. Shouse, WLW, Cincinnati; George B. Storer, Fort Industries Co.; O. L. Taylor, KGNC; Eugene Pulliam, WIRE, Indianapolis; John Fetzer, WKZO, Kalamazoo.

OWI CONFERENCE AGENDA

MONDAY, DEC. 28

10 a.m.—Registration—Sun Parlor, Hotel Washington Roof.

10:30 a.m.—Opening morning session, W. B. Lewis—Introduction.

11:00 a.m.—Elmer Davis, Director—"OWI Policies and Philosophy."

11:30 a.m.—Milton S. Eisenhower, Associate Director—"OWI Overseas Operations".

12:00 noon—Gardner Cowles, Jr., Director Domestic Operations—"Overall Operation of Domestic Branch".

12:30 p.m.—Lunch—Hotel Washington Roof (Rose Room)

2:00 p.m.—Opening afternoon session.

2:30 p.m.—Ken R. Dyke, Chief, Bureau of Campaigns—"Organization and Operation—Bureau of Campaigns".

3:00 p.m.—William B. Lewis, Chief, Domestic Radio Bureau,—"Complete Network and Station Operating Plans, Domestic Radio Bureau."

5:30 p.m.—Adjourn.

TUESDAY, DEC. 29

9:30 a.m.—Opening morning session.

10:00 a.m.—Ten minute report from each Regional Consultant.

1:00 p.m.—Lunch—Hotel Washington Roof (Rose Room)

2:30 p.m.—Opening—Afternoon session.

3:00 p.m.—Report on Philadelphia Test—Leon Levy—"Consultant's Operation"; Howard Browning—"Regional Operation"; Herbert Brucker—"Report of Monitoring Survey of Philadelphia Test".

4:00 p.m.—Report from each Regional Radio Director on clearance operation.

6:00 p.m.—Adjourn.

WEDNESDAY, DEC. 30

9:30 a.m.—Opening Morning session.

10:00 a.m.—Discussion of OWI Local Announcement and Transcription Plan—Richard F. Connor, Chairman.

12:30 p.m.—Lunch—Washington Roof (Rose Room)

2:00 p.m.—Opening Afternoon session.

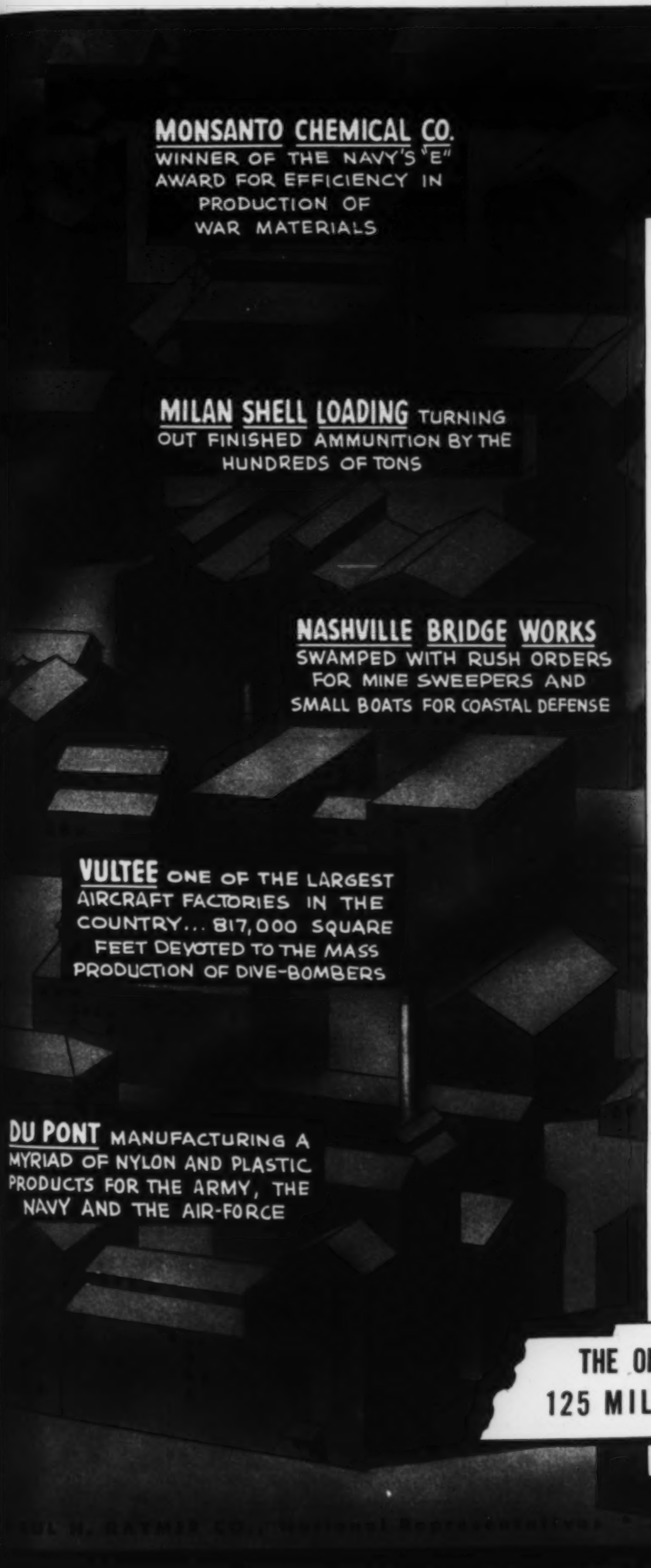
2:30 p.m.—Discussion—OWI Regulation No. 2 (clearance)—Richard F. Connor, Chairman.

5:30 p.m.—Adjourn.

Nathan Back From Tour

CY NATHAN, who spent the fall in Chile as field representative of the Radio Division of the Office of the Coordinator of Inter-American Affairs, has returned to New York to report to the division's chief, Don Francisco, on effectiveness of the OCIAA's radio activities directed at that country. Other members of the division's Latin American field force are expected back in this country by the first of the year. Group was organized last summer to assist in the coordination of all United States radio programs for Latin American listeners [BROADCASTING, Aug. 31].

XUM



ALCOA ALUMINUM SO LARGE THAT MESSENGER BOYS MUST DRIVE CARS... SO PRODUCTIVE IT OUTSTRIPS ALL EUROPEAN PLANTS COMBINED

MONSANTO CHEMICAL CO. WINNER OF THE NAVY'S "E" AWARD FOR EFFICIENCY IN PRODUCTION OF WAR MATERIALS

MILAN SHELL LOADING TURNING OUT FINISHED AMMUNITION BY THE HUNDREDS OF TONS

NASHVILLE BRIDGE WORKS SWAMPED WITH RUSH ORDERS FOR MINE SWEEPERS AND SMALL BOATS FOR COASTAL DEFENSE

VULTEE ONE OF THE LARGEST AIRCRAFT FACTORIES IN THE COUNTRY... 817,000 SQUARE FEET DEVOTED TO THE MASS PRODUCTION OF DIVE-BOMBERS

DU PONT MANUFACTURING A MYRIAD OF NYLON AND PLASTIC PRODUCTS FOR THE ARMY, THE NAVY AND THE AIR-FORCE

The Valley of Giants

The Great Tennessee Valley houses a veritable swarm of giant war industries, playing a vital part in our national war effort. Taking advantage of the cheap TVA power in this area, 622 manufacturing plants are at work in the WLAC daytime market area, and this figure is conservative, having been made some time ago.

These giant industries mean giant payrolls, spendable income waiting for your message over WLAC, The Station of The Great Tennessee Valley.

WLAC

NASHVILLE, TENNESSEE

NOW

50,000 WATTS

THE ONLY CBS STATION WITHIN 125 MILES OF NASHVILLE

[illegible]UL H. RAYMER CO., National Representatives • J. [illegible]

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY!

Fly Again Upholds WJW Move Grant

Claims No Violation of Its Recent Freeze Order

OBVIOUSLY irked over reactions of station applicants and owners to the recent decision approving the move of WJW from Akron to Cleveland, FCC Chairman James Lawrence Fly, for the second successive week, on Dec. 14 contended that the action represented no departure from the wartime rules established by the April 27 equipment freeze order.

Pointing out the order was intended to prevent the use of materials needed for direct war purposes, Mr. Fly said that in the case of WJW it was considered necessary to provide additional network service in Cleveland. The station will become a BLUE outlet, operating with 5,000 watts on the 850 kc. channel, in lieu of its present local assignment in Akron.

Claims No Violation

The Commission's authorization of this move, by a split vote, did not result in the use of any quantity of critical materials, Mr. Fly said. He declared the wartime rules provide against the use of such materials for construction purposes and the Commission did not intend to "tear down" these restrictions.

The chairman pointed out that the shift of the WJW transmitter to a point 14 miles closer to Cleveland involved no more than "$75 worth of equipment at the outside". He insisted this was wholly consistent with the Commission's wartime rules.

In industry quarters, however, there has been considerable agitation and a number of stations with pending applications for modification have petitioned the Commission either formally or informally for authorizations based on what they regarded as the WJW precedent.

Similarly, there has been much eyebrow-raising over the FCC's recent "special service authorization" to WNYC, New York municipally-owned station, which has been authorized to operate until 10 p.m. on the 830 kc. clear channel, on which WCCO, Minneapolis, is the dominant station. The Commission last October had denied a formal application, after hearing, involving WNYC's effort to duplicate on the clear channel.

Coast Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, collaborating in a nationwide drive to instruct the public on use of communication service during Christmas holiday season, for three days ending Dec. 23 will utilize five spot announcements daily on 20 Southern California stations. List includes KNX KFI KHJ KECA KFWB KMTR KFAC KRKD KGFJ KMPC KPAS KWKW KGB KFSD KFMB KPRO KVOE KXO KIEV.

BURIED IN ADDING MACHINE TAPE is the accounting staff of WWL, New Orleans, totaling the free time given Government programs in the past year. Almost $100,000 in time alone was donated, some in the face of advertising offers. Girls at the machines are (l to r): Marie Louise Jacob, Mary Thiel, Miriam Jacobs. Men are Charles Blaise, program dept., and A. J. Cummings, auditor and office manager.

DRESS FIRM PLANS TEST RADIO SERIES

QUEEN MAKE DRESS Co., New York, national advertiser with 3,500 outlets throughout the country, will enter radio Jan. 5 in what is believed to be the first effort to sell moderate-price dresses on a regular radio schedule.

Queen Make has signed for a weekly participation for a 13-week period on *Woman of Tomorrow*, WJZ, New York, in a test for dresses ranging from $3 to $9.55. Firm will solicit mail orders through offering a giant postcard with a paper doll attached.

Card, which is perfumed, can be used for a mail order and the doll as a sachet container. Listener need only send in her request on a penny postcard. B. Altman, New York department store carrying Queen Make dresses, will use displays to promote the program. Agency, Abbott Kimball Co., N. Y.

WDLP, WTMC Get Renewals; Deception Claimed in Ruling

New FCC Lineup Sharply Disagrees on Grants to Florida Stations Operated by John H. Perry

DESPITE admissions that it had been "grossly misled" and that the station licenses had been obtained by "falsehood and deception", a majority of the FCC has voted renewal of the licenses of WDLP, Panama City, and WTMC, Ocala, Fla., to John H. Perry, prominent newspaper publisher and station owner.

In separate strongly worded opinions, the Commission, by a 4-3 split, vacated its orders of a year ago revoking the licenses of the two stations on grounds of deception through acquisition by "dummy" companies financed by Mr. Perry. Voting in favor of the continued operation of the stations, because of what they regarded as necessity for service in these areas, were Commissioners Walker, Craven, Case and Payne. The opinions, reached Dec. 2, for unexplained reasons were not released until Saturday, Dec. 12.

New Alignment

A hot dissenting opinion, applicable in both cases, was handed down by Chairman Fly and Commissioners Wakefield and Durr. Mr. Fly himself, it is understood, spent considerable time in Florida last year investigating the circumstances surrounding the licensing of the stations.

The split opinion represented a new alignment on the Commission. Heretofore, in most policy matters, Commissioners Craven and Case have constituted the minority, with the other five Commission members usually solidly aligned as the majority.

The majority held in effect that Mr. Perry, owner of several newspapers and licensee of WCOA, Pensacola, and WJHP, Jacksonville, through his newspapers, was the "innocent victim" in the proceedings which led to the licensing of the two stations in the names of other companies. Because of his other interests, including his acquisition at the time of the Western Newspaper Union, the majority said, Mr. Perry had been unable to devote time to the prosecution of the station applications and was misled by his own agents and former counsel. The majority found that Mr. Perry in fact had put up all of the funds for the two stations but that this information deliberately had been withheld from the Commission.

The Commission found that the newspaper ownership question was not directly involved, since Mr. Perry from the outset was the real party in interest. It found that no transfer of control to a newspaper interest was involved and that the case was not affected by the policy under Order No. 79 dealing with applications for new facilities from newspaper interests.

The majority said it was apparent that the Commission had been grossly misled in granting the two applications. Its main opinion was written in the WDLP case, but the same conclusions were made applicable to that involving the Ocala station.

The deception practiced on the Commission was "deliberate and not innocent," said the majority. It was held that Mr. Perry's agents "uniformly gave false answers in spite of the fact that they were under oath". In the Panama City case, the majority said the "culpability of Mr. Perry's agents is clear. In fact, no effort was made at the hearing on the order of revocation to exculpate Mr. Perry's agents."

Others Would Suffer

The majority held that if the licenses were to be revoked, this should be done on the ground that they were obtained by falsehood and deception. If the persons directly responsible were the only ones who would suffer from the revocations, the Commission "would have no hesitation in revoking" the licenses. Conduct of this sort, if generally tolerated, "would make a mockery of the law regulating radio broadcasting, founded on the personal responsibility of the licensee, and of administration of the law."

The Commission held, however, that the parties directly responsible for the condemned conduct, Mr. Perry's representatives and agents, are not the only ones who will chiefly suffer or benefit by any action which the FCC might take.

The parties primarily to be considered are "Mr. Perry and the listening audience cf Panama City". The majority pointed out that Mr. Perry personally should not be condemned and that the audience should not be penalized. It held that Mr. Perry demonstrated his good faith by instructing his agents to make the appropriate amendments to the applications when the pressure of his other work abated. Moreover, it held the evidence demonstrated that Mr. Perry personally "did not command or counsel the numerous half-truths and outright falsehoods

(*Continued on page 50*)

What Majesty . . . What Splendor! What a Pain in the Neck!

Nowhere in the country does one encounter such rugged splendor, as is found on the Pacific Coast. Mountains rising majestically 5,000 to nearly 15,000 feet, form natural barriers around most of the Pacific Coast's important cities. It's a Mecca for tourists, but a pain in the neck for long-range broadcasting. Watts bounce off mountains like hail off a tin roof. There's only one way to completely cover these mountain-surrounded markets . . . *release your message locally*. Use Don Lee, the only network with enough stations to deliver *local* primary coverage on the entire Pacific Coast. More than 9 out of every 10 families on the Pacific Coast own radios, and more than 9 out of every 10 of these families live within 25 miles of a Don Lee station. If your message is important enough for all the radio families on the Pacific Coast to hear, use the only network with enough stations to do the job . . . Don Lee.

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-President, General Manager*
5515 MELROSE AVE., HOLLYWOOD, CALIF.
REPRESENTED NATIONALLY BY JOHN BLAIR AND CO.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

SEASON'S

GREETINGS

As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KGKO	Ft. Worth, Dallas	BLU
WJR	Detroit	CBS
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFAB	Lincoln	CBS
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	CBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	BLU
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KHQ	Spokane	NBC
WMAS	Springfield	CBS
WAGE	Syracuse	BLU
KVOO	Tulsa	NBC
KFH	Wichita	CBS
WTAG	Worcester	NBC

THE TEXAS QUALITY AND
YANKEE NETWORKS

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO.

INCORPORATED

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO

XUM

FCC Approves WOW Transfer Under Lease by Vote of 4-3

Gillin Heads New Operating Company; Suit by Woodmen Stockholder Still Pending

OWNERSHIP OF WOW, Omaha, last week shifted from the Woodmen of the World Life Insurance Society to a new corporation headed by the station's general manager, John J. Gillin Jr., under authorization of the FCC.

By a 4-3 vote the Commission approved the assignment of the license to the new company of which Mr. Gillin is president. It sanctioned the transfer which involves a 15-year lease arrangement providing for payment to Woodmen by Radio Station WOW Inc., the new corporation, of $8,100 a month for the first three years and $5,600 monthly for the remaining 12 years. Mr. Gillin becomes a substantial, though not the controlling, stockholder of the new company. Approval came last Tuesday after a two-week delay occasioned by a 3-3 tie vote.

Commission's Vote

Voting in favor of the assignment were Chairman Fly and Commissioners Craven, Case and Payne. Voting against allowing the transfer without further investigation and hearing were Commissioners Walker, Wakefield and Durr. Commissioner Payne had been absent at the time the original vote was taken the preceding week but cast his vote by mail, breaking the tie in time for the meeting last Tuesday.

One of the best-known NBC outlets in the country, WOW has been directed by Mr. Gillin since 1932. He had started on the station as chief announcer in 1931.

Approval of the lease occasioned some surprise, since the FCC in the past has deprecated leaseholds. The contract, however, contains no reversionary clause or provision by which the Woodmen could recapture the license in event the new corporation defaulted. Actually, the lease involves only the use of the equipment and has no bearing on the license, resembling a contract similar to that entered into on installment purchase of equipment.

Under the new structure the new WOW company has 2,000 shares of stock. Of these 750 are Class A preferred, 250 Class B preferred and 1,000 common. All of the stock is of the same par value and is voting stock. Mr. Gillin holds all of the Class B preferred, 100 shares of Class A preferred or 13.3% and 350 shares of the common or 35%.

Guy C. Myers, vice-president of the new corporation, is a Seattle and New York City businessman. Secretary is M. M. Meyers, Omaha, president of the Omaha Coke & Blax Co. Harvey E. Milliken, Omaha, president of the Omaha Printing Co., commercial printers, is treasurer. In addition to the officers, who serve on the board of directors, other stockholders and directors are Robert Samardick, Omaha, vice-president of Danbaum Inc.; J. J. Isaacson, Omaha, officer of the Aksarben Bridge Assn.; Francis P. Matthews, Omaha attorney, Supreme Knight of the Knights of Columbus and president of the Federal Savings & Loan Assn., and Thomas J. Wallace, Winnetka, vice-president of Russel M. Seeds Co., advertising agency.

Vice-president Myers holds 250 shares of A preferred or 33.3% and 250 shares of common or 25.5%. Directors Matthews and Wallace each hold 100 shares of A preferred or 13.3% and 100 shares of common each or 10%.

Suit Still Pending

Secretary Meyers, Treasurer Milliken and Directors Samardick and Isaacson each hold 50 shares of Class A preferred or 6.6%, and 50 shares of common or 5%.

The application for transfer was filed Oct. 7. Some repercussions developed locally in Omaha when Dr. Homer H. Johnson of Lincoln, a member of the Society, filed suit in District Court to enjoin the sale. The case is still pending. It was held that the station earned $210,000 in 1941 and that it is estimated earnings for 1942 would be $278,000. One contention was that the lease arrangement was too low.

The petition stated that under the contract the new corporation agreed to pay about $97,000 a year for three years and $68,000 a year for the following 12 years, with total rental for the 15-year period amounting to some $3,300,000 less than the station would earn in that time, assuming its earnings would be $300,000 a year.

News For Mexico

A DAILY series of 10-minute Spanish newscasts, *News for Mexico*, is being transmitted over RCA Communications facilities for the exclusive use of XEW, Mexico City, and its 41 affiliated stations in Mexico. The XEW chain, headed by Emilio Azcarraga, is affiliated with NBC's Pan American network and newscasts originate alternately at WRC, Washington, and Radio City, New York, with Ken Smith and Ignacio Carral as announcers.

WOW 24 Hours

SERVING defense workers in Omaha and vicinity, WOW, Omaha, went on 24-hour operation recently, adding new programs in the 12:45-5:45 a.m. period.

WRITTEN OUT for the duration is Page Gilman (right), who portrayed Jack Barbour in the weekly NBC *One Man's Family* and recently inducted into the Army. 'Twas a serious moment as he watched Carleton E. Morse, author-producer eliminate the character from future scripts. Mr. Gilman, son of Don E. Gilman, Western division vice-president of BLUE Hollywood, has enacted the role since inception of the program more than 11 years ago. Series sponsor is General Brands Inc.

OTHER FELLOW'S VIEWPOINT

With a Tin Cup

EDITOR, BROADCASTING:

When will American business advance into a high enough ethical sphere to do away with such brigands as those who want something for nothing, yet are able to pay the bill? I mean that gentry that sends out scripts "free" pretending to bring you industry news, yet plug every well-known manufacturer or service organization which they represent. To my mind they are in the same class with panhandlers with a tin cup.

Why should American business hire somebody to panhandle for them? To my mind this is evidence that business still keeps its ethics in a trunk to be brought out on special occasion. If American business does not want to buy publicity, that is good and well. But for American business to hire somebody to panhandle publicity is no better than I would be, or anyone else, who hired somebody to stand on a city street corner with a tin cup in my personal behalf.

They're Experts

The fact that these panhandlers carry the name of public relations experts does not remove them one inch above the man with the tin cup. They are asking something for nothing, plain and simple.

I think it is high time that American manufacturers are willing to grant that publicity mediums have something to sell just as important as their products. Were you ever given a free electric fan by a manufacturer or perchance a free auto appliance by writing a smirking letter to headquarters? It's time that radio decided to place itself in just as important a position as the manufacturer and call a halt to supporting the panhandlers. Let the chips fall as they may.

RUSSELL BENNITT,
KXOX, Sweetwater, Tex.

WOL Seeks Lower Power for WNAC

Unusual Request Is Based on Clause Never Invoked

IN A NOVEL proceeding—believed to be the first in radio annals—the FCC last week was petitioned by WOL, Washington, to reduce the nighttime power of WNAC, Boston, from 1,000 to 250 watts because of interference created by failure of the Boston outlet to install a directional antenna.

Herbert M. Bingham, Washington attorney for WOL, petitioned the Commission to invoke the provisions of Section 312(b) of the Communications Act, which grants the power to modify a station license if it will promote public interest, convenience and necessity.

Charges Interference

Specifically, the Commission was asked to invoke the law unless cause be shown to the contrary, by entering an order for the power reduction until such time as WNAC completes and places in licensed operation the directional antenna specified in a grant originally made in 1940. WOL set out that WNAC was causing serious interference to its service and to a lesser degree to the service of WFBM, Indianapolis, which also operates on the 1260 kc. regional channel.

Each station received a construction permit to operate with a directional antenna on this frequency, it was pointed out. Both WOL and WFBM are so licensed and operating and have suppressed their radiation in the direction of Boston. Contending that WNAC "does not seem to be serious in its efforts to fulfill the understandings it had with WFBM and WOL, nor to comply with the authorization granted by its construction permit," Mr. Bingham said that something must be done to relieve the two complying stations "from the serious interference of WNAC."

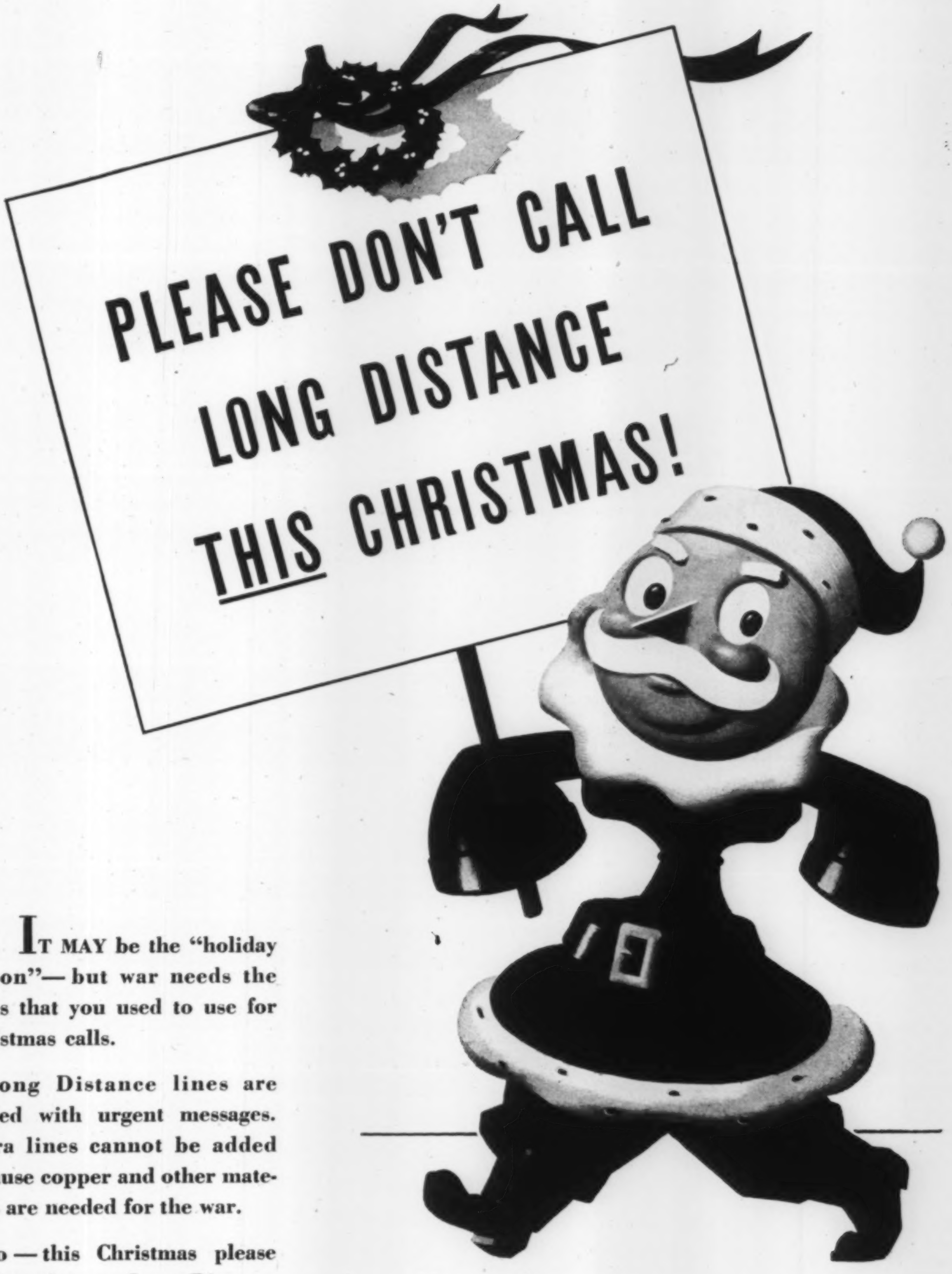
It was reported informally that WNAC had experienced difficulty in erecting the new directional at its present transmitter location. Moreover, it was said that before remedial measures could be applied the shortage of equipment stemming from the war developed and tended to block the installation.

Satevepost Spots

IN A TWO-DAY campaign calling attention to the rescue story of Lt. Com. John Morrill and his companions, the *Saturday Evening Post* placed transcribed one-minute announcements on stations in nine major cities from four to seven times weekly Dec. 16-1 From three to four outlets were used in each market. Agency is BBDO, New York.

CBS Honors Philharmonic

IN HONOR of the 100th anniversary of the New York Philharmonic Orchestra's first concert in December 1842, CBS, which has broadcast its programs for the past 12 years, placed a special advertisement in *The New York Times* Dec. 13, with a caption "How 400 music lovers became 1 millions: . . . The Philharmonic is 100 Years Young!"


PLEASE DON'T CALL
LONG DISTANCE
THIS CHRISTMAS!

IT MAY be the "holiday season"— but war needs the wires that you used to use for Christmas calls.

Long Distance lines are loaded with urgent messages. Extra lines cannot be added because copper and other materials are needed for the war.

So — this Christmas please don't make any Long Distance calls to war-busy centers unless they're vital.

BELL TELEPHONE SYSTEM **WAR CALLS COME FIRST**

M - - - -
C - - - - - - - - !
750
WHEB
Portsmouth, New Hampshire
Nat. Rep.: The Walker Company
Boston: Bertha Bannan

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE • FOR DEFENSE
BUY U.S. BONDS TODAY

CINCINNATI'S
Favorites

WCKY
50,000 WATTS C B S
SYLVIA and PAT
HEARD DAILY
SINGING WITH
BOBBY BAKER'S ORCHESTRA

THE L. B. Wilson STATION

WHKY
HICKORY
NORTH CAROLINA

5,000 WATTS DAY
1,000 WATTS NIGHT

For complete details write
HOWARD H. WILSON CO.
Chicago - New York - Kansas City
San Francisco - Hollywood

1290 KC BLUE NETWORK

Purely PROGRAMS

NEW weekly half-hour variety show, titled *Flying Time*, written, produced and enacted by enlisted personnel of California Group of the Ferrying Division, Air Transport Command, has been started by KFOX, Long Beach, Cal. Initial broadcast on Dec. 4 was transcribed for release at a later date on other stations and for shortwaving to the AEF. Production personnel includes Lt. Mitchell Frankovitch, former sports announcer of KFAC, Los Angeles; Pvt. Ed Helwig, formerly writer of J. Walter Thompson Co. on the NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co.; Hank McCune, formerly m.c and commentator of NBC, Hollywood, and Pvt. William Andrews, formerly western division guest relations manager of that network. Staff Sergeant Garner Clark conducts the 16-man orchestra consisting of post crew members.

* * *

Directing Manpower

AS A PUBLIC service and to help solve war manpower problems in the surrounding Los Angeles area, KFWB, Hollywood, on Dec. 10 started a weekly quarter-hour program designed to aid in directing the flow of workers to critical production tasks. Presented under the auspices of the aviation department of the Los Angeles Chamber of Commerce and with full cooperation of the Southern California office of the War Manpower Commission, broadcasts feature Government and war production industries officials. Tom Brenneman is m.c. Programs are not confined to manpower situation in the aircraft field, it was said. All segments of industry, whether on farm or in factory are to be covered in a broad educational endeavor.

* * *

News Fo' Y'All

SOUTHERNERS get news with a southern drawl and localized interpretation in a six-weekly WSB, Atlanta, series, *Views of the News*, presented by the *Atlanta Journal*, in which six commentators, a managing editor, two editorial writers, two columnists and a Washington correspondent, one each night, participate: Wright Bryan, William Cole Jones, Edwin Camp, Raimundo de Ovies, Morgan Blake and Ralph Smith.

* * *

City Desk Secrets

BEHIND the scenes view of newspaper operations and personalities is presented in a weekly quarter-hour Saturday morning program on WMAQ, Chicago, revealing how news is gathered, written, edited and published. Program features interviews with noted editors, foreign correspondents, cartoonists, and Chicago newspaper men.

* * *

Interviewing Santa

INTERVIEWS with Santa Claus and with children who come to see Santa at Sears Roebuck store provide fun for WGL, Fort Wayne listeners. Paul Roberts m.c.'s the thrice-weekly program.

Answering Listeners

NEW WOMEN's feature, *Polly and the Postman*, aired thrice-weekly on WTAG, Worcester, provides listeners with answers to their questions on fashion, fiction, beauty and household topics. Role of piano-playing Polly is played by Olive Merrill, WTAG scripter authoring the show. Announcer Bob Rissling enacts the part of the singing postman who pauses on his mail route to sing and chat with Polly as she opens her letters and answers queries. Woven into the script are commercials of participating sponsors.

* * *

"Dear Santa—"

CHRISTMAS program on KEX, Portland, titled *Letters to Santa Claus*, features kiddies' letters to Santa received by Meier & Frank, Portland department store. Frank Sardam, enacting the role of Santa, reads many of the letters and comments on them in the five-weekly quarter-hour series, but no specific letter is read at any time designated by the writer, in keeping with wartime practices.

* * *

Rational Rationing

AS A PUBLIC service and to clarify details KFI, Los Angeles, in cooperation with the Office of Price Administration, has started a weekly quarter-hour informative program devoted to application of ration rulings. Durward Howes of the OPA is commentator.

* * *

Saga of American Music

DEPICTING the development of music in the United States, weekly half-hour program titled *American Rhapsody* has started on CBS Pacific Coast stations. Series of vignettes dramatizes what music means to people. Bob Hafter is producer with Wilbur Hatch assigned musical director.

* * *

Italian-American Broadcasts

UNDER the auspices of the College of the City of New York, Civilian Defense Council, WHOM, Jersey City, has inaugurated a series of Italian language broadcasts designed to demonstrate "The American Way of Life," and "Our Stake in the War." Italian-speaking professors present talks on different aspects of these subjects.

* * *

For Salmon-Hunters

FISHERMEN of Alaska, at sea for weeks at a time, often lose track of days and for their benefit KTKN, Ketchikan, runs an "alarm clock" program, *Fishermen's Almanac*, at 9:40 p.m. nightly, when date as well as time are announced.

* * *

Note to Letterwriters

LETTERS from the folks overseas are presented on a Thursday night program of CKBI, Prince Albert, Sask., titled *Passed By the Censor*. The most interesting letter contributed entitles the sender to make a record to send to folks overseas or to friends. The Northern Hardware sponsors the series.

Hidden Mike

SANTA CLAUS has consented to allow WIP, Philadelphia, to eavesdrop on his interviews with the kiddies as he jots down their requests for presents this year. WIP's special events department will conceal a microphone near Santa Claus in the Toyland of the Gimbel Brothers department store to pick up the children's voices. The tiny tots will not be conscious of the microphone. Recordings will be cut and rebroadcast at various times during the week.

* * *

Mass WAAC Enlistment

RECRUITING WAACs is the purpose of a series presented by WCKY, Cincinnati. Periodical public enlistment ceremonies originating from the city's Fountain Square, during which the oath of allegiance is administered, such as the first mass enlistment of WAACs in Cincinnati recently aired, will take place on the program from time to time. A similar series for the Navy, *Navy Time*, is also broadcast on WCKY.

* * *

Fur Information

AFTER 17 years of research on furs, Walter J. Horvath, lecturer, author, world traveler and fur expert, is conducting a series of programs, *Know Your Furs*, sponsored by the Alex F. Kessler Fur Co., St. Louis, and broadcast Sundays at 12:45 p.m. on KMOX, that city.

* * *

Kress to Press

CARL KRESS, guitarist on NBC's morning program, *Everything Goes*, has turned commentator. His daily humorous comments on world events have become a regular feature of the series. His news stint is introduced as "Karl H. V. Kress Goes to Press".

WSBC
LOWER COST PER LISTENER
Results
The Greatest Buy
Coverage
WNBC
HARTFORD
5000 WATTS
BASIC BLUE
NATIONAL REPRESENTATIVE
HEADLEY REED COMPANY

Audience Research Started by Nielsen

Audimeter Forms Basis for New Measuring Service

A NEW radio listening research service designed to aid in placing advertising on a more factual basis is announced by A. C. Nielsen, president of A. C. Nielsen Co., Chicago. Heart of the method is the audimeter, a device installed in the receiving set which makes a graphic record of all the times at which the set is turned on or off and the station to which it is tuned. Service to seven advertisers and nine agencies begins Dec. 27.

Original pilot operation has been expanded to 1,000 instruments in an area from the Mississippi River to the Atlantic Coast, including small-city and rural communities. The index service is offered on a privileged, non-profit basis during the first phase of its operation to 15 radio advertisers, their agencies, national networks and a limited number of stations, according to Mr. Nielsen.

In Cross-Section of Homes

Only service offered to date is to the following subscribing companies: Carter Products, Colgate-Palmolive-Peet Co., General Foods Corp., General Mills, Lever Brothers Co., Miles Laboratories, Sterling Drug.

Agencies subscribing are: Ted Bates Inc., Benton & Bowles, Blackett-Sample-Hummert, Knox Reeves Adv., Ruthrauff & Ryan, Sherman & Marquette, Small & Seiffer, Wade Adv. Agency, Young & Rubicam.

Placed in a scientifically controlled cross-section of homes in an area containing 8 million radio homes, "each audimeter produces in the course of a year an amount of information approximately equal to that which could be obtained from about 500,000 coincidental telephone calls", say officials of the Nielsen Company, as well as information "which cannot be secured by any other method."

Types of information furnished by the Nielsen Radio Index are general listening habits, program ratings, program analyses and station coverage data (for individual stations). The company expects to produce the instrument in quantity and increase the scope of research.

Marketers to Meet

RADIO luncheon group of the American Marketing Assn., under the chairmanship of George H. Allen, salesman of WOR, New York, has announced a series of meetings to start Jan. 14 with the special aim of helping radio employes filling war vacancies to acquire an immediate background in radio problems in wartime.

ED TOMLINSON, BLUE commentator, was recipient of the annual Award of Merit of the City Business Club of Philadelphia at a luncheon Dec. 18. The presentation was broadcast by WFIL, Philadelphia, and carried by the BLUE.

Any schoolboy or housewife or farmer or businessman or war production worker in Northern California will tell you that KPO is the number 1 station. They all like KPO's top-flight HOOPER CAB programs. But advertisers are more impressed with our market coverage our low cost per-listener and, mostly in KPO's ability to produce results.

Get the facts... and you'll buy

REPRESENTED BY NBC SPOT SALES OFFICES
New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

KPO
50,000 HIGH FIDELITY WATTS

NATIONAL BROADCASTING COMPANY • RADIO CITY • SAN FRANCISCO

..and Faith will Triumph

Americans always have had faith in the things we fight for today. Hitler couldn't see it. Nor could Tojo. But it was there. There, just as surely as at Concord . . . just as strong as at the Argonne.

Faith is not something you can measure out by the pound. It can't be packaged, and passed out on a here's-your-share plan. It *can* be nourished and grown. And it must not waver. Not if there is to be any hope for the future.

Perhaps that is why Radio says little about the War Bonds it has sold . . . the scrap collections spurred . . . the extra bombers put into the sky through its morale building.

We in Radio know . . . there's a still bigger job to be done.

It is to make Radio the greatest power on earth for the good of mankind. It is to keep building the faith which will triumph. It is to help win and hold world peace through faith and understanding . . . with God's help.

The Great Stations
of the Great Lakes

WJR
THE GOODWILL STATION
Detroit
WGAR
THE FRIENDLY STATION
Cleveland

KMPC, BEVERLY HILLS, CALIF.—UNDER SAME MANAGEMENT

BASIC STATIONS—COLUMBIA BROADCASTING SYSTEM . . . G. A. RICHARDS, PRES.

RADIO
IN SERVICE OF HOME AND NATION

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVE

Merchandising & Promotion

Jewish Market Guide—Nothing to Sell—Newscast Timetable—Eyes Aloft—Audience Survey

ON THE PREMISE that a knowledge of racial customs is essential to the Jewish market broadcaster WBNX, New York, has issued a guide to the religious holidays, ritual and dietary laws of the Jewish people, titled *The Jewish Radio Market*. The booklet is written by Abe Lyman, producer of Jewish programs on WBNX, checked and approved by leading rabbis, and distributed to agency executives, time buyers, writers and advertisers.

A five-year calendar of important Jewish holidays is followed by an analysis of the Jewish listening audience, particularly from the point of view of language preferences. Here the author estimates that at least 60% of the Jewish radio audience understands Yiddish although unable to speak it fluently or at all. A section on definitions and requirements of acceptable food products follows:

Holidays, and a detailed account of attendant ceremonies and customs, are described in an "Introduction to the Holidays." Suggestions for appropriate commercials and products suitable for promotion at various times of the year are found at the conclusion of the guide.

Sewing Class

WITH NOTHING to sell, G. Tamblyn Ltd., Toronto drug store chain, is sponsoring sewing classes on CFRB, that city, in cooperation with the clothing administration of the Canadian Wartime Prices & Trade Board. Planned to aid the firm's customers in remodeling old garments for additional wear, the drug chain provides expert instructors and the women bring their own garments to work on. Other firms with merchandise to sell to the women attending sewing classes may later sponsor the program.

* * *

Giveaway

A WAR STAMP giveaway highlights the *Dunn's Lucky Shoe Box* quarter-hour programs scheduled daily on WPEN, Philadelphia. Listeners are invited to register their names each week at any Dunn store in the city. All the coupons are placed in a shoe-box and three names are called during each broadcast. If the selected registrant calls the station within 15 minutes he or she is awarded $5 in War Stamps, the money pyramiding. A new registration list is used each week. Bob Roberts, announcer, handles the program.

* * *

CBS Advance Promotion

ALL CBS affiliates carrying the network's sustaining series *Daytime Showcase*, Mondays, 10:30-11 p.m., recently received from the CBS promotion department a special envelope containing sample announcements and advertisements to be spotted locally as advance promotion for each week's broadcast, through Dec. 28.

* * *

Newscast Timetable

POCKET-SIZE timetable cards are issued weekly by WGBF-WEOA, Evansville. The cards contain listings of stations' newscasts and a hint to refrain from disturbing friends with phone calls while news is on the air.

Pacific Eyes Aloft

DESIGNED as a reminder, red white and blue 8½ x 11-inch announcements of the weekly half-hour NBC *Eyes Aloft*, morale-building program presented under auspices of the Fourth Fighter Command, have been forwarded to more than 150,000 volunteer observers and workers on the West Coast. Announcements, which feature photograph of the NBC gold trophy awarded to an outstanding observation post or filter center each week, were distributed through cooperation of Brig. Gen. William E. Kepner, commanding general of the Fourth Fighter Command.

* * *

Theatre Tieup

IN A TIEUP with a *Hellzapoppin'* unit running at the Forrest Theatre, Philadelphia, recently WPEN, that city, used display advertisements daily in the *Philadelphia Daily News* to publicize its *Night Club of the Air* show which presented various members of the cast of *Hellzapoppin'*. During the entire performance of the stage show, WPEN microphones were prominently displayed and station call letters were announced during the Radio Rogues' act.

* * *

Audience Study

A RECENT SURVEY of the economic background of WQXR, New York, listeners to enable sponsors to know how much money is spent on food, drink and taxes, indicated that all WQXR families "live neither on Park Avenue nor in the slums". The research agency, The Pulse of New York, analyzed a random group of listeners, 1,348 families in the five boroughs of Greater New York, in Northern Jersey, Westchester and Nassau.

* * *

British War, Peace Aims

BOOKLETS containing official statements on British war and peace aims, are offered to listeners free by Sydney Moseley, commentator heard on WMCA, New York.

WALTER TETLEY who portrays Leroy, the nephew in the weekly NBC *Great Gildersleeve*, sponsored by Kraft Cheese Co. (Parkay margarine), plays a cockney role in the Warner Bros. film, "Gorilla Man". Dale Evans and Connie Haines, radio vocalists, have been added to the cast of "Stage Door Canteen", being produced by Sol Lesser Productions. Miss Evans is featured on the weekly NBC Chase & Sanborn Show, sponsored by Standard Brands Inc. (coffee, Tenderleaf tea). Miss Haines is soloist on the NBC *Abbott & Costello Show*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

"IT'S A GIFT, FELLERS—JUST LIKE THE WAY WDAY HAS OF BUILDING UP RED RIVER VALLEY BUSINESS FER SMART ADVERTISERS. TRY WDAY, AND SEE FER YERSELF!"

WDAY
FARGO, N. D.—5000 WATTS—N.B.C. AND BLUE
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT'L REPRESENTATIVES

Gertrude Niesen records for LANG-WORTH

THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND · DAVENPORT · MOLINE
"Radio homes coveragé?—more than the whole state of Maine."
WHBF
Affiliate: Rock Island ARGUS
Basic Mutual Network
1270 KC FULL TIME

It Happened
TEN YEARS AGO THIS MONTH
From the 1932 files of BROADCASTING

THE PERSONAL bankruptcy petition of W. K. (Hello World) Henderson, operator of KWKH and KWEA, Shreveport, La., has been reported to the Radio Commission, and may be made an issue at a hearing involving the KWKH license renewal to be held probably in February. WWL, New Orleans, which shares the 850 kc. clear channel with KWKH, has applied for fulltime, and a local insurance company has also applied for the KWKH frequency.

•

THAT RADIO'S $75,000,000 to $100,000,000 annual business is still small by comparison with the printing and publishing business is evidenced by a Census Bureau report on the census of manufacturers for the printing and publishing business in 1931. The latter showed a total business of $2,167,621,196, including newspapers, book and job printing plants and music publishers.

•

WITH THE American delegation to the International Radio Conference at Madrid due to return shortly before Christmas, preliminary plans are being made for a North American conference on the distribution of wavelengths and the possible widening of the broadcast band into the long waves below 550 kc. Judge Eugene O. Sykes, chairman of the American Delegation, and his party are expected to arrive in New York Dec. 22 on the *S.S. Manhattan*.

•

THAT THE Soviet Weak Current Trust, in charge of production of all communications equipment for the Russian Government, is considering the erection of a 1,000,000-watt broadcast transmitter near Moscow, is reported by Dr. Louis Cohen, noted American radio scientist, who has just returned from Russia, where he was called as a radio consultant. Russia already has five 100,000-watt transmitters, the first of which was an RCA installation.

•

INCREASED ACTIVITIES of CBS in Washington since its recent acquisition of WJSV, Alexandria, Va., have led the network to transfer Henry A. Bellows to the capital. Mr. Bellows, former Federal Radio Commissioner and now a CBS vice-president and director of its WCCO, Minneapolis, will work with Harry C. Butcher, director of the Washington office.

•

REINCKE-ELLIS Co., Chicago, announces change in corporate name to Reincke-Ellis-Younggreen & Finn. The new partners, Charles C. Younggreen and Joseph H. Finn, were formerly with McJunkin Adv. Co.

•

SCOTT HOWE BOWEN Inc., New York, reports that about 70 stations will be used during January for a series of five-minute transcriptions sponsored by Chrysler Motors to announce the new Dodge car.

•

WCAU, Philadelphia, has occupied its new home in a modern nine-story building at 1622 Chestnut St., purchased upon completion by Leon Levy, station president.

•

PREDICTING a decline in broadcasting of major league baseball games next season, the United Press reports as a result of a poll that four clubs will broadcast their home games, five will not and seven are still undecided.

•

HEARST newspapers will launch a series of musical-dramatic transcription programs during the week of Jan. 1 over a large list of stations with the avowed purpose of boosting the circulations of the 17 newspapers published by William Randolph Hearst. World Broadcasting System is handling the contract.

•

THERE ARE now 112 radio stations either newspaper-owned or corporately affiliated with newspapers, according to a compilation as of Dec. 1 prepared by BROADCASTING.

•

KENNETH NILES, of KHJ, Los Angeles, has been promoted to chief announcer and assistant production manager.

•

HAROLD E. FELLOWS, formerly with the Greenleaf Co., Boston agency, has joined WEEI, Boston, as commercial manager.

•

FRANK BLACK, conductor and composer, has been appointed program director of NBC, succeeding Erno Rapee.

CHARLES GANNON of Erwin, Wasey & Co., and Chester E. Haring, of BBDO, have been named members of the governing committee of the Cooperative Analysis of Broadcasting formed by the AAAA and the ANA. Other members of the committee are D. P. Smelser, Procter & Gamble, chairman; N. B. Stetler, Standard Brands Inc.; C. H. Lang, General Electric Co.

•

WALTER J. NEFF, assistant sales director of WOR, Newark, has been named chairman of the Radio Division of the Advertising Club of New York, and will conduct roundtable conferences with representatives of the broadcasting industry and advertising agencies.

•

LINCOLN DELLAR, formerly advertising manager of the periodical *Game & Gossip*, has been appointed manager of KGB, San Diego, succeeding C. Ellsworth Wylie, now sales director of the Don Lee System.

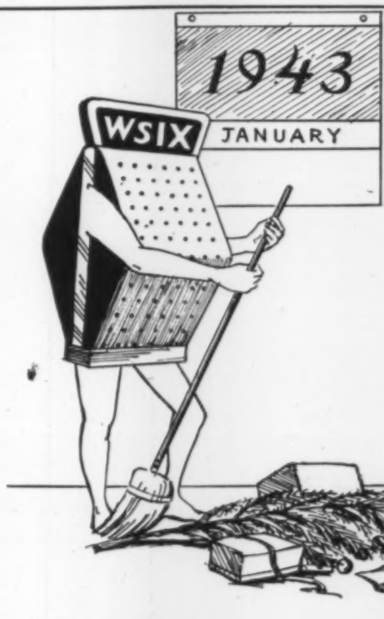
•

HAROLD FAIR has resigned as manager of WBEN, Buffalo, to return to WBBM, Chicago, as assistant to Walter J. Preston, CBS western program manager.

Finkelstein Is Named To New Post at ASCAP

HERMAN FINKELSTEIN, partner in the law firm of Schwartz & Frohlich, general counsel of American Society of Composers, Authors & Publishers, will resign Jan. 1 to take the newly-created position of resident attorney of ASCAP. Appointment was announced by John G. Paine, general manager of the Society.

A graduate of Yale Law School, 1927, where he was editor of the *Yale Law Review*, Mr. Finkelstein spent a year as law secretary of Federal Circuit Court Judges Thomas W. Swan and Learned Hand. In 1928 he became associated with Nathan Burkan whose firm was reorganized as Schwartz & Frohlich after Mr. Burkan's death in 1936. Mr. Finkelstein has been actively engaged in ASCAP's legal affairs for many years. Schwartz & Frohlich will continue as general counsel for ASCAP after Jan. 1.



HOW ABOUT
After
CHRISTMAS?

ONE place where business is BOUND to hold on in a big way is the booming Nashville market. War industries and the army camps are pouring in money here. The market's fine! WSIX will give you the coverage.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

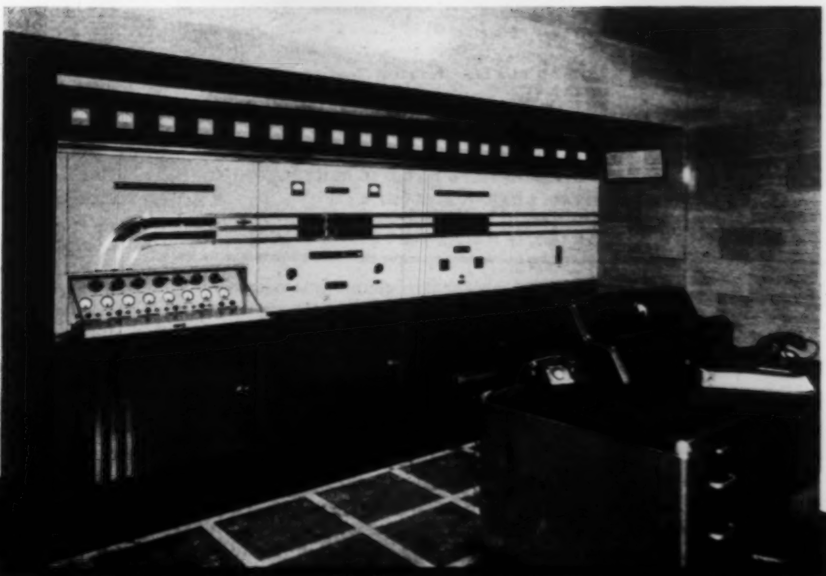
5000 WATTS
WSIX
"The Voice of Nashville"
NASHVILLE, TENN.
980 KILOCYCLES

More than ever . . .

WAGA ★ **ATLANTA**
Blue Network

WESTINGHOUSE

XUM



The new Westinghouse 5 hv Transmitter at WAGA, providing this progressive station with new operating economy and convenience.

A FORT INDUSTRY STATION

WAGA'S NEW [illegible] WATT WESTINGHOUSE TRANSMITTER BOOSTS [illegible] POWER 10-FOLD

Today, thousands of new listeners are regularly tuning in on WAGA. For hard at work at this Atlanta, Georgia station is one of the last commercial transmitters to be built by Westinghouse for the duration.

This transmitter . . . another Westinghouse type 5 hv. . . . has substantially boosted WAGA's coverage of the South's First Market. Now operating on 5,000 watts full time, this station's primary daytime coverage (.5 mv or better) now includes more than a million listeners in 42 counties in Georgia; a valuable market for advertisers to cultivate.

* * *

We are naturally pleased that so many progressive radio stations like WAGA have chosen Westinghouse Transmitters. However, our number one job today is—and for months has been—the development and production of special radio and electronic equipment for the Armed Forces. Naturally, peacetime production has been abandoned for the duration, but electronic planning and research have been greatly intensified. These developments promise much for the future, mean even finer commercial equipment for you when we are again able to produce them.

J-08049

Westinghouse

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

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and
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For the Ladies

WHEN BIGGER manpower woes are developed, radio will have them. The problem now is woman-power.

Women are doing men's jobs throughout industry in this war-time economy. They are doing everything from watchman to welder, and well, too! Radio always has had its share of the ladies, but now they're in every department—even technical (when no union restriction is involved).

More women are needed to keep transmitters perking and to ride the studio gains. Uncle Sam won't allow stations to shut down because of lack of technical help, but he must have radio technicians for the tremendous communications job entailed by war operations.

For reasons not readily apparent, the ABTU of IBEW has refused to permit employment of women in technical jobs, or rather to declare them eligible for union membership. Evidently, the only argument advanced is that the post-war security of IBEW members might be threatened.

At International Headquarters of IBEW we're told the question is being considered but that the locals are autonomous in each district, and must decide the membership question individually. Thus far, not a single local has revised its anti-suffrage requirement.

It seems to us the union is taking a short-sighted view. The war need is evident. The problem is critical. It should meet the issue squarely and lead the way for the locals. If it doesn't we predict that Manpower Czar McNutt will find legal means by which to get action.

Helping Hand

WHEN NEW YORKERS were deprived of their daily newspapers last week because deliverymen were on strike, radio stepped to the fore and again demonstrated its value as a public servant in time of crisis.

Virtually every station in the metropolitan area added news periods to its schedules. In several instances broadcasters cooperated with daily newspapers by airing local copy gathered and written by newspaper staffs. Regularly scheduled commercial programs were cancelled so that New York's millions might be kept abreast with the news. Feature columns ordinarily appearing in daily newspapers and some comic strips were read over the air.

Among advertisers hardest hit by lack of newspapers were theatres and department stores. The top theatre chains immediately instructed their advertising agencies to buy all available time on the air to promote feature pictures and stage attractions. Several department stores deprived of newspaper coverage used radio to advertise sales and Christmas wares. The *Saturday Evening Post*, which usually uses newspaper space to advertise current issues, went heavily into radio.

New York listeners heard commercials on former sustaining programs; they listened to theatrical plugs on participation broadcasts; bargain hunters listened to the messages of retailers. Many newscasts were used effectively for brief sales messages.

Innumerable times in the past, radio has performed outstanding public service. In the Ohio Valley flood of 1937 when transportation was interrupted and newspaper publication and delivery were uncertain, radio performed a public service that has gone down in communication history. On Dec. 7, 1941, when the Japs attacked Pearl Harbor, plunging this nation into war, it was radio that bore the first news and it was to radio that Government officials turned to get important messages before the people.

Throughout any emergency, be it national, regional or local, radio stands ready to lend a helping hand.

Shows for The Boys

AS URGED in one of our recent dispatches from London, big name radio acts and stars may soon be flown abroad to entertain our troops in the various war theaters. Nothing would be more welcomed by the boys in uniform, as evidenced by the tremendous reception given Al Jolson and his troupe during their tour that ended in England in September. Our soldiers are simply hungering for live entertainment; indeed, all too many of them haven't radios with them in camp and field and are not even getting the kind of radio entertainment they want on regular basis.

Now the Army's Special Services Branch, working in collaboration with the Office of War Information, has a project afoot to send name shows and performers abroad. Some of these shows could continue their commercial broadcasts from some parts of the war theatres where facilities are available, notably from England. Others must regard themselves as enlisted for special missions, and it is gratifying indeed to find [BROADCASTING, Dec. 14] that both talent and sponsors have evinced willingness to do the chore. They are considering a pinch-hit arrangement whereby if the star of one show is detailed for this kind of duty, other sponsors will lend their stars for the interim—truly a cooperative spirit. Kay Kyser's OWI talent committee is working on the plan which, if effected, will be another great contribution by radio to troop morale.

Rewrite That Law

WHAT'S GOING ON in Washington? Those three big tragic letters that spell WAR appear at first blush to size up the situation to the exclusion of everything else.

But they're other things going on, too—things that portend to bite deeply into radio's future well being if not its freedom. It's just one of those unfortunate truisms that most people in these difficult times are disposed to slough over events that, in normal processes, were regarded as life and death developments.

Radio is no exception. Broadcasters have been busy tending to important knitting at home—geared toward peak war service—to really concern themselves with these developments. And they really can't be blamed for it.

Let's look at some of these events as they may affect radio. The Government, of necessity, is talking about grade-labeling of commodities. Unless that is handled deftly, it can deal a serious, and possibly a fatal blow to brand-name advertising. That would strike the solar plexis for all advertising media.

And what about radio regulation itself? Radio holds the all-American record as the most regulated of industries. Despite the war, the vise continues to close on licensees, though the steps haven't been too clearly discernible.

At this writing the two oldest networks—NBC and CBS—are fighting for their very economic lives against enforcement of the FCC majority's punitive chain-monopoly regulations. They stand before the Supreme Court in a last desperate bid for relief, lest the whole broadcasting industry be turned topsy-turvy through regulation of practically every phase of their business by a Government agency.

These things and others are happening in the midst of mankind's greatest war. They are infinitesimal, meaningless, pinpricks against the backdrop of a world engaged in all-out conflict. But they still mean life and death to radio in that post-war hereafter.

Which gets us to our point. Congress makes the laws. Its creatures (like the FCC) are supposed to enforce them. The Courts interpret the laws Congress makes. An aggressive, power-grabbing FCC has taken an extreme course in interpreting the Communications Act, the radio provisions of which are 15 years old. We believe the FCC has gone too far—far beyond the Congressional intent. The FCC thus far has succeeded in convincing the lower courts that it is right.

To end all the surmise, speculation and confusion, and most important, to safeguard the rights of radio as a free American institution, Congress should reassert its intent. The old Congress has adjourned sine die. The new one, with many new faces, convenes next month. We hope that one of its first orders of business (after vital war measures are handled), will be a reappraisal of the antiquated Communications Act. Every broadcaster interested in remaining a broadcaster *after* the war, should take time out to do his part.

We Pay Our Respects To —

FRANK STANTON

MAKE a mental picture of a man whose stock in trade includes measurements, records, tabulations and surveys—and then throw the picture away if you want to know what the new and young vice-president of CBS, Frank Stanton, is like. Also, disregard the fact that he has a Ph. D.; because he neither looks nor acts like one. However, he does think like one.

Today, Frank Stanton is one of the three CBS administrative vice-presidents, and on his 34-year-old shoulders he carries the direction of six important departments. Besides research, he is responsible for publicity, commercial editing, the library division, Radio Sales, and Columbia's owned and operated stations.

Stanton is a big fellow, just under 6 feet and just under 200 pounds. A full, round face and wispy yellow hair give him the appearance of being, as an old associate said "the best-fed man in radio". Never a line shows in his face when, as he frequently does, he's been up all night, putting together a report for a client who is in the inevitable hurry.

The progress of Frank Stanton from a young pre-med student at Ohio Wesleyan U to a CBS vice-presidency has been, in the main, an orderly one. He was born in Muskegon, Mich., March 20, 1908. In Dayton, back in 1922, he was as good a radio crystal-set builder as any kid in town. And at college, given a free hand in his senior year to study any special field he wanted, he chose radio.

To help pay his way through college, Stanton free lanced layout and production for the advertising department of a Dayton department store; and when upon graduation, he found himself without a job in depression-bound Dayton, he taught typography for a year in a Dayton trade school.

Because of his pre-medical background at Ohio Wesleyan, he was offered a job as instructor at Ohio State in psychology, along with the opportunity to study for his master's degree, and later his Ph. D. The faculty saw in him the possibilities of a fine muscle-mind-and-nerve expert. Much to their disappointment, however, he turned again to radio.

Because then as now, Stanton knew what he was about. Crossley was just beginning his work in audience measurements—and Stanton quickly saw that radio could well use men who might be to radio what Gallup and Starch were to newspapers and magazines. So, Stanton's thesis for his doctorate was titled, "A Critique of Present Methods and a New Plan for Studying Radio Listening Behavior". In conjunction with it, he developed the first automatic recording device to determine accurate records of radio set operation.

Wavering between service with the Government and his post-graduate alma mater, Stanton was invited by Paul Kesten (then the CBS sales promotion manager, now second-in-command to Paley) to expand some of his thoughts about radio research for CBS. The upshot was that Stanton joined Columbia as a research worker. The department then had three employes, of which Stanton, despite his degree, was No. 3.

For the first few years in New York, Doc was somewhat bewildered by his surroundings. Nobody, as he admits, could have looked or acted more buckeye. But gradually, he began to see that things in New York were just about the same as they were back in Ohio—only in New York they made more fuss over them.

One thing, it soon turned out, he and Kesten shared in common—a passion and a capacity for working hard. And it also turned out that he was just the man to put a solid foundation of research under Kesten's brilliant "imagineering". It was a fine combination.

Before long Stanton had become director of research, and in his department were not 3 but 80 fact finders and interpreters. Under Stanton, CBS research became not only a pattern for the industry, but it proved its value as an important contributor to the rise in CBS sales.

It's possible, however, that he might never have moved out of research had it not been for the fact that as research director, he was supposed to know everything. His colleagues got into the habit of using him as an "Ask Mr. Foster". And being an amiable as

(*Continued on page 42*)

Personal NOTES

WILLIAM D. PABST, manager of KFRC, San Francisco, has been commissioned a lieutenant in the Navy and reported for duty at Quonset Point, Dec. 17. D. J. Donnelly, sales manager, has been appointed acting general manager.

FRED H. KENKEL, vice-president of C. E. Hooper Inc., New York research firm, was elected a director at a meeting of the board of directors Dec. 14. Other elections were Edythe F. Bull, secretary, and Lois D. Bowen, treasurer.

LEONARD H. HOLE, acting executive director of television of CBS, on Dec. 22 will enter the Navy as a lieutenant (j.g.), reporting to Quonset Point, Rhode Island.

LT. WILLIAM E. COYLE, USNR, former radio director of the *Washington Star*, has been selected as one of 50 naval officers to attend a five-month preparatory staff course at the Navy War College, Newport, R. I.

DR. RAY H. MANSON, vice-president and general manager of Stromberg-Carlson Tel. Mfg. Co., spoke to a large audience at the Rochester Engineers' Society meeting last week, on the subject "The Part Communications is Playing in the War".

DELL PETERS has resigned from the radio department of Music Corp. of America, and is contemplating a position in the radio department of an advertising agency. Peters has been associated with the radio industry for the past 11 years in announcing, production, and other fields, prior to joining Columbia Artists Service, later acquired by MCA.

BETTY COLCLOUGH, radio editor of the *New York Herald Tribune*, resigned last week to become secretary-assistant to Mrs. Marion Carter, director of the radio forum division of *Town Hall*, New York. Miss Colclough will work on the preparation of *Town Meeting of the Air* programs on the BLUE. No successor has been named at the *Herald Tribune*.

WALDEMAR PORSOW, program director of WOSH, Oshkosh, Wis., has been promoted to general manager, succeeding Ray E. Schwartz. Ben Laird has been named commercial manager, and Marjorie Hilliard program director.

CAPT. M. M. BOYD, of the Army Air Forces, formerly manager of local and spot sales of NBC Chicago, and Anne MacArthur, formerly of the sales department of NBC Chicago, were married Dec. 19 at Libertyville, Ill.

GIL PALTRIDGE, sales promotion manager of KGO, San Francisco, recently was elected president of the San Francisco Alumni Chapter of the Alpha Delta Sigma, national honorary advertising fraternity. Ernest Mannell of Paul Block & Associates was elected vice-president; McCullough Campbell, Lord & Thomas, secretary; Ray Rhodes, sales manager of KGO, corresponding secretary and Herb Reynolds, vice-president, Lord & Thomas, treasurer.

J. LEONARD REINSCH, general manager of WSB, Atlanta, has returned to his desk after a brief illness. Larry Hagood, of the WSB staff, has joined the Army Signal Corps.

RAYMOND RUFF, program director of KOMA, Oklahoma City, has been appointed promotion manager, replacing Lyle Griffin who entered the Army Air Forces in October.

KENYON BROWN, general manager of KOMA, Oklahoma City, has been appointed radio chairman of the State Committee for Celebration of the President's Birthday.

C. L. (Chet) THOMAS, program director of KXOK, St. Louis, and general manager of KFRU, Columbia, Mo., is father of a girl, born last week.

SAM CAMPBELL Jr., vice-president of WJHL, Johnson City, Tenn., has been commissioned a lieutenant in the Navy.

FRED GILSDORF, former scriptwriter for many network shows, has joined the radio section of the American Red Cross in Washington.

TOM WALLACE Jr., son of Tom Wallace, vice-president of Russel M. Seeds Co., Chicago, has been inducted into the Army Air Forces and will report for training in June, when he has completed his studies at Coe College, Cedar Rapids.

EARL B. SALMON, formerly in the program service department of WOR, New York, has joined the sales staff of Joseph Hershey McGillvra Inc., New York.

ISAAC D. LEVY, chairman of the board of WCAU, Philadelphia, has been appointed co-chairman of the local March of Dimes campaign of the National Infantile Paralysis Foundation.

DOROTHY WOLF of the program department, has been named head of the commercial department of WPEN, Philadelphia, succeeding Lee Weiss, who has left for a post in a war industry. Jerry Austin, former night news editor, has been promoted to chief announcer of W73PH, WPEN's FM adjunct. He also will serve as station librarian. Maxine Kravitz joins the office staff as secretary to Arthur Simon, general manager, replacing Mary Schwartz, who left to get married.

ROBERT S. HOLCOMB, previously advertising salesman with the *St. Louis Star-Times*, has joined the sales force of KMOX, St. Louis.

LEE CHADWICK, promotion manager of WJSV, Washington, has also been appointed publicity director of the station, replacing Paul T. Glynn, recently commissioned lieutenant (j.g.) in the Navy. Helen Reis Fredlund, former publicity director at WCCO, Minneapolis, has joined the staff of WJSV as assistant publicity director.

GORDON (Red) MARSTON, publicity director of Yankee Network, has been sworn into the Marine Corps, and will go on active duty about Jan. 1 as a combat correspondent.

FRED C. SEIZER Jr., formerly of A. C. Nielson Co., New York, marketing researcher firm, has been named NBC western division coordinator of spot sales, succeeding Norman Noyes who leaves for the Army.

XUM

Always Popular
Now More
POWERFUL
WCAO
The Voice of Baltimore
NOW
5,000 WATTS
DAY & NIGHT
600 KC
The Only Columbia Station in Maryland
★
Paul H. Raymer Co.
National Sales Representative
New York • Chicago • San Francisco • Los Angeles

Frank Stanton

(Continued from page 41)

well as able fellow, Doc got into the habit of turning up with the right answer. Because he had to find out so many things for so many people, he came to know more about radio and CBS himself than most other people in the company.

No more than he can say "No" to a request for information from a CBS colleague, can he say "No" to anyone who wants him to participate in extra-curricular activities. For instance, his dossier would disclose that he was a member of The American Psychological Assn., American Statistical Assn., American Marketing Assn., Market Research Council, American Assn., of Applied Psychologists (Fellow), and The Psychological Corp. (Research Associate).

And furthermore, that he is a member of the Advisory Council, Office of Radio Research, Columbia U, member of the Research Committee, National Assn. of Broadcasters (NAB); member of the Committee for National Morale; member of the Editorial Board of *Sociometry;* consultant, Bureau of Intelligence, Office of War Information; and finally an expert consultant to the Secretary of War.

Recently, his added duties at CBS have cut into his war work. But if and when they have a really tough research problem, they will undoubtedly send for the apple-cheeked, yellow-haired man who probably knows more about the relationship between radio and the public than anyone else in the country.

Stanton is married to Ruth Stephenson, a girl he knew back in high school. They live in a New York apartment, and she shares with him a voluntary interest in photography and architecture, along with an inescapable interest in CBS.

INCUMBENT officers of Local 802 of the American Federation of Musicians were reelected to their respective positions following an election at the New York local recently. Continuing in office are Jack Rosenberg, president; Richard McCann, vice-president; William Feinberg, secretary; Harry A. Suber, treasurer.

BEHIND the MIKE

CLIFF HENDRIX, formerly of KXEL, Waterloo, has joined the announcing staff of WMT, Cedar Rapids, Ia. R. J. (Michael) MacElroy, conductor of the *Voice of Iowa* program, has joined the Army. George Moon, another staff announcer of WMT, is undergoing officer training at Great Lakes, Ill.

DOUG EDWARDS, former associate news editor of WSB, Atlanta, has joined the announcing staff of CBS, and has been succeeded by Add Penfield, formerly sports editor.

DICK PITTS, newscaster of WBT, Charlotte, has entered the Army at Camp Croft, Spartanburg, S. C., and Pvt. Jack Phipps, former staff organist, in service since last August, entered the officer candidate school at Miami, Fla., on Dec. 15.

WILLIAM L. SANDERS, news commentator of WHIO, Dayton, was principal speaker at the Tippecanoe City, O., Victory Bond Memorial Dinner. Places at the table for the 200 present required purchase of a $50 War Bond.

FRED BARR has been named assistant program director and war program manager of WWRL, Woodside, N. Y. Douglas Way, former announcer is now with the Army Air Forces and Gus Chan, announcer, is now attending officers candidate school at Grinnell College, Iowa. Santiago Grevi, Spanish announcer of WBYN for three years, is now collaborating with Jose de la Vega in presenting *Spanish Voice of the Air* for WWRL.

CHARLES (Chuck) LEWIN, free-lance writer-producer of Hollywood, has joined the BLUE, that city, in latter capacity.

ALBERT F. F. LAWTON, commentator on KFI-KECA, Los Angeles, renouncing his fealty to Great Britain, took the Oath of Allegiance to the United States in citizenship proceedings on Dec. 11.

MICKEY REYNOLDS, musical director of KOMA, Oklahoma City, has entered the Army. Three new additions to the announcing staff of KOMA are: Bert Carne, news and sports; Jean Swidensky, on the air as Jean Sutton, and Bill Shane, new m.c. of the *Battle of the Sooners* program.

RICHARD DOUGLASS, formerly announcer of KGB, San Diego, Cal., has joined KFI, Los Angeles, in a similar capacity. He replaces Vince Elliott, resigned, who is waiting call to active service in the armed forces.

EARLY BIRD RULES

Dawn Announcer Gives Tips To Successor

DAILY announcing routine of Roy Franklyn, WCFL, Chicago, has been revised and no longer will he do the early morning chores. But to be sure his successor, Bernie Johnson, got off to a good start in the studio opening-up duties, Franklyn prepared a list of rules to help his co-worker maintain a happy-go-lucky attitude while announcing at 6 a.m. Here they are:

1. Be punctual. When you're late be sure to have a new alibi.
2. Voice should have a smile even though the night was tough.
3. Retire early, realizing that the early bird doesn't always get the worm but often the bird.
4. Arrange your rising routine so that in seven minutes you can shave, take a shower, dress and boil coffee, if you have the coffee.

LUD GLUSKIN, Hollywood musical director, has been given that assignment on two CBS programs featuring Orson Welles. Gluskin's assignments include the weekly *Ceiling Unlimited*, sponsored by Lockheed Aircraft Corp., as well as *Hello, Americans*, a sustaining feature. He replaces Bernard Hermann who rejoins CBS New York, as conductor.

ROBERT ANDERSEN, newscaster of CBS Hollywood, is the father of a girl born Dec. 11. Mother was formerly Margaret Hanley of Radio Sales, San Francisco.

GEORGE ROOSEN, formerly of the production staff of WBBM, Chicago, has become continuity editor replacing Ward Caille, who has joined J. Walter Thompson Co., Chicago, as assistant to Buckingham Gunn.

JANE TIFFANY WAGNER, home economics authority who joined NBC early in November as director of women's war activities, has been appointed an assistant to William Burke Miller, manager of the NBC public service department. Miss Wagner will assist Mr. Miller in his capacity as war program manager, and will develop network and local station projects related to women's war activities.

BERNIE GAYLOR, announcer of WPAT, Paterson, N. J. was inducted into the Army Signal Corps Reserve Dec. 7.

BILL BERNS, who conducted a six-weekly program of Hollywood and Broadway news on WNEW, New York, left the station Dec. 10 to enter military service. *Hollywood Pastime*, sponsored thrice-weekly by Hennafoam Co., for Hennafoam shampoo, will continue for the present with guest stars replacing Berns.

BERNARD DUDLEY is serving as announcer on John B. Kennedy's news program, introduced on CBS recently under sponsorship of Barbasol Co.

KYW
PHILADELPHIA

TOWERS FOR SALE
Three Truscon, welded, self - supporting, insulated radio towers. Two are 194 feet high; one is 172 feet high. Towers standing. Midwest city.
Box 120, BROADCASTING

FRANK COOLEY, formerly of KIRO, Seattle, has joined the announcing staff of KOIN, Portland, Ore.

JOHANNES STEEL, foreign news analyst of WMCA, New York, has been currently broadcasting from his bedside, confined by a serious cold.

BRYCE OLIVER, commentator on Washington affairs, heard on WMCA, New York, has been named director of public relations for Friends of Democracy Inc., Kansas City, patriotic organization headed by Rex Stout, heard on CBS' *Secret Weapon*.

ROBERT ATHEARN, formerly of WFEA, Manchester, has been added to the continuity staff of WHEB, Portsmouth, N. H.

JERALD MORVAY, formerly of WKIP, Poughkeepsie, N. Y., has been appointed production manager of WIP, Philadelphia. He succeeds Sam Serota, who was advanced to assistant program director and director of public relations.

MARVIN MUELLER, Chicago, actor-manager, and George T. Case, CBS Chicago producer, were inducted recently into the Coast Guard temporary reserve.

JERRY STONE, former announcer and publicity director of WDAS, Philadelphia, has been graduated from officers candidate school at Fort Monmouth, N. J., and commissioned a second lieutenant in the Army Signal Corps.

DICK OLANOFF, formerly on staff of the *Philadelphia Record*, has joined the announcing staff of WIP, Philadelphia, as assistant announcer of the all-night recorded *Dawn Patrol* show.

TOM MOORE, announcer of WIBG, Philadelphia, has been commissioned a lieutenant in the Army Air Forces at Davis-Monthan Field, Tucson.

FRED MILLER and Donald Patoka, guides of WTMJ-W55M, Milwaukee, have enlisted in the Army Air Forces, and the Naval Air Corps, respectively.

JAMES ROBERT PEERY, writer and literary critic, has been appointed news editor and United Press correspondent of WJDX, Jackson, succeeding Rex Moody, who has enlisted in the Army.

MERLE BERNARD, formerly of WKRC, Cincinnati, and WGBF-WEOA, Evansville, Ind., has joined the staff of WCKY, Cincinnati, during the illness of Bill Robbins.

KYW Staff Shifts

BOB COTTINGHAM, assistant publicity director in charge of news at KYW, Philadelphia, has taken leave of absence to accept a position with Douglas Aircraft Co., Los Angeles. Chick Kelly of the news department takes his place. Bill Rambo, of the *Norristown (Pa.) Times-Herald*, is now news editor, and Jimmy Gantz, former sports editor of the *Philadelphia Record*, has joined the news staff. Three members of the KYW staff have signed up with the armed forces. Jay Faraghan, announcer, is a private in the Army Air Forces Reserve. Irene Skilton, of the Westinghouse auditing department, joins the WAAC's as does Clara Lausterer, assistant to Helen Kiley, director of women's programs. Ella Oertel will take over Miss Skilton's duties and Barbara M. Volkman, formerly in the music department of CBS Washington, takes Miss Lausterer's place. Jim McCann, former announcer, and "Snuffy" Smith of the mail room staff, both in the armed forces, have been accepted for Officers Candidate School.

Credit Father

GERALDINE WEIBLE, secretary of WJSV, Washington, promotion department has distinguished the station by becoming the first daughter of an Army Brigadier General to be regularly employed in a radio station, so far as records show. Credit goes to General Walter L. Weible due to his recent promotion.

REX KOURY, staff organist of NBC Hollywood, has joined the Army Air Forces. Eugene LePique assumes Koury's former duties.

LEN HOWE, newscaster on WHO, Des Moines, will be inducted into the Army Dec. 22.

JOE FORD Jr., of the announcing staff of WWPG, Palm Beach, recently was married to Miss Jeanette Dickinson, of Boston. The wedding took place in the studios, and the ceremony was performed by Dr. Sidney H. Davies, WWPG commentator.

GUY H. CUNNINGHAM, formerly sales promotion manager of *Screenland, Silver Screen* and *Movie Show*, and scriptwriter for WHN, New York, on Dec. 14 joined WEEI, CBS outlet in Boston, as sales promotion manager.

PHILIP BROOK has been appointed chief announcer of WTAG, Worcester. Bob Dixon has replaced Brook as director of special events, and Louis Chapin Jr., has been named supervisor of sound effects department.

BETTIE FOCHT, formerly of the *Lima (O.) News*, has joined the continuity department of WOWO-WGL, Fort Wayne.

BILL NEWKIRK, special events department of KTRH, Houston, has enlisted in the Army as a volunteer officer candidate and is stationed at Camp Wolters, Tex.

HAL KOSUT has resigned as announcer of WPAT, Paterson, to enter military service.

LARRY ELLIOTT, freelance announcer, has been selected to do a new set of recorded commercials for Ex-lax, Brooklyn, for use in the company's national spot advertising. Joseph Katz, Baltimore, is the agency.

Tom Knode Wounded

THOMAS E. KNODE, former news editor of NBC, Washington, has been wounded in action, the War Dept. notified his wife in Washington last week. Now a first lieutenant of infantry, Knode was slightly wounded Dec. 5. Mrs. Knode gave birth to a daughter, Catherine Suzanne, last Sept. 23. The Knodes have two other daughters, aged 2 and 3.

LEIGHTON BLOOD, of the NBC press department, is taking over additional duties, handling publicity for WEAF, New York. He replaces Lois Lorraine, who has resigned.

BOB MOONEY, announcer of WNBC, Hartford, left Dec. 18 for Army service.

BOB BINGHAM, formerly of WWNC, Asheville, N. C., has joined the announcing staff of WBYN, New York.

AILEEN CHOWN has joined the transcription department of CJOR, Vancouver, and Calvin George is a new announcer of CKWX, same city.

Have You Heard?

Every mail proves WWVA's programs now powered with

50,000 WATTS

are taking hold with new Listeners like wild fire!

LAST REPORT —

before press time gives 3,841 pieces of COMMERCIAL MAIL from 33 states and Canada in ONE DAY!

An advertiser writes:

> *"I want to thank you for the grand job you did for us. It certainly is a pleasure to work with a station that can really do a job."*

Ask
JOHN BLAIR

50,000 Watts

BASIC BLUE

WWVA
A FORT INDUSTRY STATION
WHEELING W. VA

COVERAGE
MEANS
MORE
NOW
DISTRIBUTORS
GraybaR
ELECTRIC COMPANY

ADD to your audience whenever America speaks on emergency topics or talks to its citizens on other subjects of national import. Coverage is more important now than it ever was before.

INSTALL BLAW-KNOX RADIATORS FOR MAXIMUM COVERAGE

BLAW-KNOX
VERTICAL
RADIATORS
FM AND TELEVISION TOWERS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Building • Pittsburgh, Pa.

HELENE HIMBURG, in the publicity department of Don Lee Broadcasting System, Hollywood, has taken an indefinite leave of absence.

MILTON CHARLES, organist of WBBM, Chicago, has joined the music staff of KNX, Hollywood.

PRISCILLA BLACKETT, daughter of Hill Blackett, vice-president of Blackett-Sample-Hummert, Chicago, has joined the production staff of WBBM, Chicago.

JACK EDWARDS, formerly Hollywood radio and film actor, has joined KFI-KECA, Los Angeles, as announcer.

ARTHUR LAURENTZ, formerly Hollywood writer and now in the Army, is author of the Christmas fantasy, "Outside of Heaven", to be presented on Dec. 23 broadcast of the weekly CBS *Dr. Christian*, sponsored by Chesebrough Mfg. Co. (vaseline). Original play features special Christmas music and a choral background.

ALEX PETRY, head of music rights, NBC Hollywood, and music librarian, has resigned to join the Army Air Forces and is stationed at Douglas, Ariz. Myrna Bay Comparte replaces Petry as head of music rights. His librarian duties have been assumed by William A. Krauth.

ROBERT E. LEE, Hollywood radio writer, has been inducted into the Army.

JACK WILLIAMS, program manager of KOY, Phoenix, is conducting classes in microphone technique for the local Civilian Defense speakers bureau.

MIKE FRANKOVITCH, former sports announcer of KFAC, Los Angeles, and now a Special Services officer and supervisor of radio programs for the California Group of the Ferrying Command, Air Transport Command, has been promoted to first lieutenant.

JACK SCHWARTZ, former CBS page, has replaced Bill Schwartz as desk assistant in the CBS newsroom, the latter having resigned to join the Army Signal Corps. Albert Candido, staff photographer at CBS, reports for duty Dec. 21 as chief specialist in the photographic division of the Navy. A former member of CBS publicity staff, Michael J. Foster, is now an Army corporal at Geiger Field, Washington.

WOODROW WIRSIG, CBS shortwave newswriter, and Jane Dealy, CBS newswriter, were married Dec. 11.

JOE BOSTIC, producer of the program *Voice of the Negro Community* on WLIB, Brooklyn, has completed a six-week tour of the United States to gather material for *People's Voice*, a weekly Negro newspaper, and for his WLIB broadcasts. Joan Sach has been placed in charge of traffic at WLIB.

EDDIE GRIEF, of the NBC press department, is the father of a girl, born Dec. 11.

WENDELL REED, announcer of WROK, Rockford, Ill., has enlisted in the Army Air Forces.

BETTY KINION, from the staff of WMT, Cedar Rapids, Ia., has joined the WAVES, and will go into training at Stillwater, Okla.

USO Radio Ducats

DISTRIBUTED through special channels, tickets for Hollywood originating network, regional and local shows are being supplied each week to more than 4,000 servicemen in the Southern California area, according to local USO officials. Although quota of the service organization has been increased from 175 to over 4,000 in less than six months, demand still exceeds available supply by 500%, it was said.

SPINACH ADORNS the chin of Les Scott—"The Great Scott" by his own confession—m.c. of an early morning recorded show on KSKY, Dallas. It's supposed to be in the interest of all-out war, for Scott has renounced shaving for the duration—"to save the finest steel, now used for razor blades", he says.

Directors Meet

RADIO Directors Guild, meeting in New York Dec. 14, elected the following new members: Harry Ackerman, director of Kate Smith's program on CBS; Leonardo Bercovici, free-lance director; Walter Craig, radio director of Benton & Bowles, New York; Guy della-Cioppa, CBS director; John Taylor, script editor, of Pedlar & Ryan, New York. A series of talks was marked by an off-the-record address by Com. Sidney S. Bunting, Flag Secretary of the Eastern Sea Frontier of the Navy, specializing in anti-submarine warfare. New members elected were: Oliver Barbour, Transamerican; Ed Cashman, radio director of Lord & Thomas, New York; Marx Loeb, CBS director; Herbert Moss, director of NBC's *Truth or Consequences;* Dan Sutter, director of NBC's *Mr. District Attorney;* and Frank Telford, OWI radio director.

Charles Lloyd

CHARLES LLOYD, 59, for 15 years a member of the staff of KLX, Oakland, Cal., dropped dead recently from a heart attack while enroute to his office. He was program manager at the time of his death and recently served as acting manager of the station when Preston Allen, the manager, joined the armed services. He was a baritone of note in the eastbay region. He leaves a widow.

Here's the story in a nutshell...
KOA
is Colorado's ONLY 50,000 watt-er!
KOA
50,000 WATTS
FIRST IN DENVER
NBC

Wtih 10 times the power of any other Colorado station, KOA offers complete coverage of the Rocky Mountain region. More listeners cost less on KOA!

Represented nationally by NBC Spot Sales Offices

Meet the LADIES

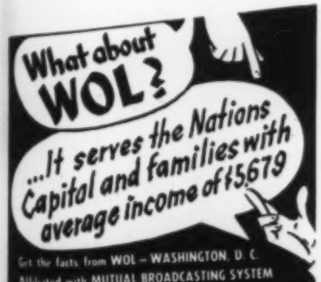
ALICE V. CLEMENTS

"LESS WORK for Mother," is the slogan created by Isaac W. Clements, head of Clements Co., Philadelphia agency, to promote the automats and "ready-made" baked goods of Horn & Hardart. Actually, H & H has meant more work for one mother—Mrs. Clements, who as radio director of her husband's firm, guides the radio careers of some 1,000 children a year through the stores' child talent program on WEAF, New York, known as the *Children's Hour*.

Children's Hour dates back to the "make-believe" mike placed in a nursery park to amuse children left there while their mothers went shopping. Playing radio proved to be so popular that the real estate contractor responsible for the park installed a 100-watt station, from which the children broadcast to nearby listeners in the community. Mrs. Clements persuaded her husband to sell Horn & Hardart through its own children's programs.

Starting on WCAU, Philadelphia, in 1928, the child talent show, under the direction of "Aunt Alice," finally landed a permanent spot on WEAF in 1939, where it has since remained. Commuting to Manhattan every two weeks, Mrs. Clements auditions 50 children and supervises rehearsals for each program. Proof of "Aunt Alice's" coaching technique is found in the ranks of professionals in the entertainment world. Nine graduates of the WEAF program have "made" the movies; 20 are in vaudeville stage and night club shows; 13 are in radio.

Among the radio stars are two managed by Mrs. Clements: Olivio Santoro, NBC singer and yodeler, sponsored by Modern Food Process Co., for Thrivo dog food, a Clements Co. account; and the Moylan Sisters, youthful harmony team, entering their third year on BLUE, sponsored by Hecker Products Co. for Force cereal, produced by Clements and handled by Arthur Kudner Inc., New York.


What about WOL?
...It serves the Nations Capital and families with average income of $5679
Get the facts from WOL – WASHINGTON, D. C.
Affiliated with MUTUAL BROADCASTING SYSTEM
National Representatives:
SPOT SALES, Inc

Ann Thomas Honored

ANN THOMAS has been named America's typical secretary by the Abbe Institute, New York, for her voice portrayals of secretaries on *Abie's Irish Rose*, sponsored on NBC by Procter & Gamble Co., Cincinnati; on *Easy Aces*, sponsored on CBS by Anacin Co., Jersey City; and in the Broadway revival of "Counsellor at Law".

Linkletter Is Indicted On Citizenship Charge

ARTHUR G. LINKLETTER, Pacific Coast m.c., sponsored by several advertisers, was indicted by the Federal Grand Jury in San Francisco Dec. 9 on charges of falsely claiming citizenship. Assistant U. S. Attorney Louis Mercado charged his actual birthplace was Moose Jaw, Saskatchewan, Canada, but that Linkletter had represented himself since arrival in the United States in 1916 as a native of Lowell, Mass. In September of this year Linkletter applied for naturalization papers.

"I am an adopted child," he said. "I had been told that we came from Lowell, Mass. I learned of my adoption in 1942 while searching for my birth certificate and discovered we had come from Canada when I was about 2. I applied at once for naturalization papers. I pointed out to the authorities that in voting in the 1940 elections and in filling out various application and identification cards, I had innocently misstated my true position, because before September, 1942, I had not known the true facts myself."

Linkletter posted a $2,500 bond with the U. S. Commissioner pending his court appearance. He faces a maximum penalty of five years in a Federal penitentiary and a $5,000 fine if convicted.

Lewis Honored

FULTON LEWIS jr., received a tribute from William Shepard, president of the National Junior Chamber of Commerce during his Dec. 17 news program on Mutual, marking the completion of five years of broadcasting for that network. Lewis' broadcasts are carried on approximately 180 Mutual stations. He is sponsored on a local basis by over 50 advertisers.

WTAG's leadership is again confirmed!

C. E. Hooper's latest Worcester survey shows that our audience is greater, 8 a. m. to 10.30 p. m., than the combined audience of all other stations heard in this area.

When You Buy Time—Buy An Audience!

WTAG

Worcester, Massachusetts

NBC BASIC RED NETWORK

Owned and operated by the Worcester Telegram-Gazette

MINOR (Ky.)
AIN'T
NO
MAJOR
MARKET!

You cain't expect to move much merchandise, suh, in towns the likes of Minor (Ky.). Not while the Louisville Trading Area has 35.5% *more* purchasing power than the rest of Kentucky *combined!* Your major market in Kentucky, the Louisville Area, is covered completely by WAVE —the station that reaches all 242,077 radio homes in the Area at lowest cost! Frankly, suh, isn't that what you want?

LOUISVILLE'S
WAVE
5000 WATTS . . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Agencies

J. CLARK SAMUEL has resigned as publicity director of Anderson, Davis & Platte, New York, to join Rustless Iron & Steel Corp., Baltimore, as editor of employe information.

DEAN POWERS, formerly copywriter of Lord & Thomas, Chicago, has joined the copy staff of Leo Burnett Co., Chicago.

ROBERT J. DAVIS, vice-president and general manager of Brisacher, Davis & Staff, Los Angeles, has returned after conferences with New York and Chicago clients on spring advertising plans.

ALFRED P. ZABIN, formerly account executive of Jasper, Lynch & Fishel, New York, has joined H. A. Salzman Inc., New York.

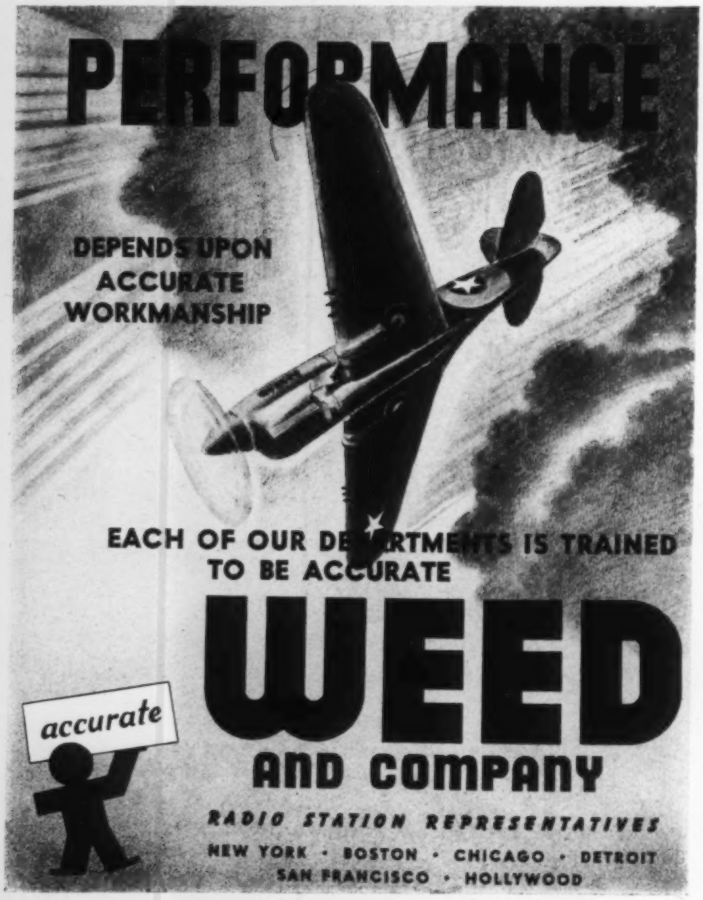
DON EASTMAN, formerly media and research director of Paris & Peart, New York, has been named assistant publicity manager of *The Saturday Evening Post*.

MORTON BASSETT Jr., time and space buyer of Morse International, New York, expects induction in the armed forces about the first of the year.

ROLAND ISRAEL has been appointed radio director of J. M. Korn & Co., Philadelphia, effective Jan. 1.

JIM FONDA, radio production supervisor of Lord & Thomas, Hollywood, has been inducted into the Army.

DAVID W. STOTTER, formerly of the copy staff of Lord & Thomas, Chicago, has joined MacFarland, Aveyard & Co., Chicago, as copy and account executive.


PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE
accurate
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT
SAN FRANCISCO • HOLLYWOOD

REVERSING PROCEDURE, California Fruit Growers Exchange (Sunkist oranges, lemons) executives and those of Lord & Thomas, Los Angeles agency servicing the account, upon completion of her three-year contract, staged a testimonial luncheon in Hollywood on Dec. 10 for Hedda Hopper, film news commentator, formerly on the thrice-weekly quarter-hour CBS *Hedda Hopper's Hollywood*. West Coast advertisers usually launch a network program with festivities. This is believed to be the first time a sponsor and agency has staged an appreciation testimonial for talent upon completion of an assignment. Luncheon was staged three months after expiration of contract. Well-wishers surrounding Miss Hopper are (l to r) William J. Pringle, vice-president of Lord & Thomas; Don Belding, executive western vice-president of that agency; Russell S. Simmons, assistant advertising manager of California Fruit Growers Exchange; W. A. Wilkinson and Kendall Thurston, agency executives on Sunkist lemon and orange accounts respectively.

Joseph Burland Heads New York Media Men

JOSEPH BURLAND, media director of Kelly, Nason, Inc., N. Y. was elected president of the Media Men's Assn. of New York at its December meeting, third since formation of the group early in October.

Other permanent officers include: Samuel Gill, Lord & Thomas, and Joseph Vessey, Kenyon & Eckhardt, vice-presidents; Robert B. White, Wm. Esty & Co., secretary; Marc Seixas, White, Lowell & Owen, treasurer, and Sid Schaeffer, Buchanan & Co., sergeant at arms. An executive board of three, with Lucian King, of Arthur Kudner, as chairman, includes Joseph Braun, Kenyon & Eckhardt, and Walter Barber, Compton Adv. Chairman of the press committee is T. Norman Tveter, Erwin, Wasey & Co.

Radio, outdoor and publication media buyers have received invitations to the group's January meeting to be held at the Advertising Club of New York. Purposes of the group are to foster a mutual understanding of the duties "every media person must perform in the advertising thinking of today, and of the future."

V
20 YEARS OF SERVICE
1922-1942
WSYR
SYRACUSE, N.Y.
NBC
Basic Red
5000 WATTS
AT 570 KC.
The Perfect Combination

Hilton Named Buyer

AUGUSTINE J. HILTON has been named spacebuyer of Duane Jones Co., New York, taking over the duties of U. Brent Groves who will now devote full time as account executive for B. T. Babbitt Co., New York. Formerly assistant spacebuyer and production manager, Mr. Hilton will continue in the latter capacity.

AGENCY Appointments

TRANS-PAC SERVICE Inc., New York (Ceregen tonic, drugs), to Irwin Vladimir & Co., N. Y.

HOFFMAN-LA ROCHE Inc., Nutley, N. J. (drugs), to H. M. Kiesewetter Adv. Agency, N. Y.

M. E. TRACY Co., Memphis, to Cummings Adv. Co., Memphis.

PACIFIC BREWING & MALTING Co., San Jose, Cal., to Leon Livingston Adv. Agency, San Francisco.

H. D. LEE MERCANTILE Co., Kansas City (Lee work clothes), to Gardner Adv. Co., St. Louis, effective Jan. 1, 1943 for clothing and food divisions.

KAY PREPARATIONS, New York (facial preparations), to Director & Lane, N. Y. Now using some spot announcements locally.

Twenty-Year Sketches

CONDENSED biographies of many of the men and women who created American broadcasting are contained in a book issued last week by the Twenty Year Club, organization for radio veterans, founded by H. V. Kaltenborn, NBC commentator [BROADCASTING, Nov. 30]. In a foreword to the publication, which outlines the radio careers of 84 charter members of the group, Kaltenborn points out that "all are radio pioneers, but not all radio pioneers are included". He adds that every effort was made to contact those who were eligible, but that many had been missed.

BARTON A. STEBBINS Adv., Los Angeles agency, has sold Canadian and Newfoundland rights of the 39 quarter-hour recorded program, *Unsolved Mysteries*, to All-Canada Radio Facilities, Toronto. Transaction was through Ralph L. Power Agency, Los Angeles.

Buyers of Time

JUNE ROLLINSON

NO ONE has ever outlined definitely the required background for a top-flight timebuyer. But if they had, it is doubtful if, in their list of requisites, they would have included a degree in music, a proficiency in copy writing, and a rare talent for office management. Which will then give you some idea of the anomaly that is June Rollinson, timebuyer for the Russel M. Seeds Co., Chicago.

Bringing charm to an essentially masculine occupation, Miss Rollinson has progressed from a copy writer to one of the leading timebuyers in the country, having purchased millions of dollars worth of spot and network for Seeds accounts.

Starting her advertising career as a copy typist with the Philip O. Palmer Co. of Chicago, Miss Rollinson soon advanced to the status of copy-writer with the Hays MacFarland Co. Then, after a brief sojourn with Baggaley, Horton & Hoyt, she joined the Russel M. Seeds organization as a charter staff member, moving rapidly from the post of private secretary to Freeman Keyes to her present position as timebuyer for such accounts as the Brown & Williamson Tobacco Corp., Grove Laboratories, Pinex Co., Sheaffer Pen and others.

During her tenure, incidentally, the Seeds Co. has stampeded from 55th in national radio billing to 7th in nationwide listing (second in Chicago).

A graduate of the U of Wisconsin, as well as an alumnus of the Wisconsin College of Music, Miss Rollinson lists music as her chief hobby, rivalled closely by her fondness for desk gadgets and "Joe". Joe, it might be mentioned, is a 3½ pound Chihuahua.

AP

WWDC, Washington, D. C.

. . . convinced that the arteries of news furnished us by AP are the most human and direct.

G. Bennett Larson,
General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Plans for Macfadden

MacFADDEN PUBLICATIONS, New York, has appointed Raymond Spector Co., New York, agency for the advertising of *True Story Magazine*, effective Jan. 1. Publisher is currently using one-minute announcements in from 60 to 100 markets each month, with the broadcasts bunched from the 10th to the 15th of the month, the magazine appearing on the stands on the 6th. New agency is considering changing the one-minute spots to five-minute periods and place them for broadcast on weekends throughout the entire month in approximately the same markets as are now being used, according to Hal Winter, radio director of Raymond Spector Co., who added that S. O. Shapiro, circulation manager of *True Story*, was in charge of circulation for *Look Magazine* when the Spector agency handled that account.

Educators Meeting

EXECUTIVE committee of Federal Radio Education Committee met in all-day session last Friday in the Washington office of Dr. John W. Studebaker, U. S. Director of Education, to continue discussions on research program begun some time ago. Group includes, besides Dr. Studebaker, Gertrude G. Broderick, executive secretary; George Adair, FCC; Lyman Bryson, CBS; Harold B. McCarty, National Assn. of Educational Broadcasters; Judith Waller, NBC; John Elmer, President, Baltimore Broadcasting Corp.; Willard E. Givens, National Education Assn.; The Rev. George Johnson, National Catholic Welfare Committee; Neville Miller, president, NAB; Levering Tyson, president, Muhlenberg College. Washington chapter of the Assn. for Education by Radio honored FREC executive board members at a dinner.

New ASCAP Plan

CLASSIFICATION amendment proposed by Fred E. Ahlert, composer member of the ASCAP Board, calling for an annual classification of the membership instead of the present quarterly system, was passed by a 76% vote of the Society's membership, Abel Baer, chairman of the election committee, announced last week. As previously, the classification committees will comprise authors and composers for writer members and publishers for publisher members and the basis will follow the present system, with the addition of intervening classes. A "seniority of works fund" amendment proposed by Pinky Herman, writer member, was defeated.

Furniture Store's 12th Year

STAR FURNITURE Co., of Portland, Ore., has renewed its contract with KGW, same city, for the 12th consecutive year, it has been announced by Arden X. Pangborn, managing director of KGW. The firm sponsors an hour show, 11-12, noon, Saturdays, titled *Stars of Tomorrow*, featuring talented children. Monday through Friday the firm sponsors a quarter-hour transcribed musical program titled *Stars of Today*.

EDMUND CHESTER, CBS director of broadcasting to foreign countries, is author of an article in the December issue of *The Pan American*, describing CBS shortwave coverage of the North African invasion for Latin American listeners.

NORMAN CORWIN's rhymed dramatic fantasy *The Plot To Overthrow Christmas*, will be presented for the fourth time on CBS Dec 24, 8-8:30 pm. (EWT).

Fulton Lewis, jr.
EXPLODES
ANOTHER BOMBSHELL!

FARMERS TO GET ALL THE GAS AND TIRES THEY NEED!

Hats off again to scrapping, campaigning Fulton Lewis, jr. Lewis jumped in and rescued America's farmers when he found out they were sinking in the red tape of gasoline and tire allotments. Lewis reported this story on his November 30th Mutual broadcast and as a result of this and his follow up . . . farmers from now on will be given all the gas, tires and equipment they need.

Fulton Lewis, jr., was also the FIRST to expose the muddled rubber situation . . . FIRST to predict coming of the Price Control Program . . . A "Lewis" appeal brought in 44½ tons of keys for the Scrap program. Fulton Lewis, jr., starts things and sees them through to a finish!

AMERICA'S OUTSTANDING NEWSCASTER AVAILABLE IN YOUR CITY!

Hop on this "Human Bombshell"! Fulton Lewis, jr., is available for sponsorship over YOUR STATION . . . at YOUR OWN ONE TIME QUARTER HOUR RATE PER WEEK. If you want more information, wire, phone or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Mr. A's Kris Kringle

BY MAURICE CONDON

Mr. K. W. Amplistat finds that even Santa Claus employs cliches in profusion, advises him against such a practice, and is suitably rewarded.

Q. Pardon me, sir, I am looking for the gentleman who enacts Santa Claus on the air.

A. That's me, K.W.

Q. Well! Frankly I expected a much older man.

A. Nope, you're looking at good old Santa.

Q. Your voice is quite young for such a role.

A. That's my regular voice. When I'm Santa I talk deep—like this, see?

Q. That is indeed deep. I trust you will not rupture any blood vessels.

A. Not a chance, K. W. I've been Santa for three years now.

Q. To whom do you direct your broadcast efforts?

A. The kiddies—all my boys and girls—all you young tots—all my little friends.

Q. Your listeners are youthful, then?

A. No bigger than a minute; just knee high to a grasshopper.

Q. What is your radio manner?

A. I am hearty, cheery and jovial. I chuckle and laugh.

Q. How hard do you laugh?

A. I laugh all the way from my boots. I shake all over.

Q. And your chuckle?

A. It is merry and irresistible.

Q. Where are your reindeer?

A. My faithful reindeer are out in the stable, snorting and pawing the floor because they just can't wait to get going.

Q. Do they bear the traditional names?

A. Yes, for instance, there are Dancer and Prancer.

Q. And Dunder and Blitzen?

A. No, they're out for the duration.

Q. Of course; do you have a helper?

A. Little Twinkle Toes is my chief helper. He's an elf. Talks in a high squeaky voice.

Q. And who takes this part?

A. I do. Raise my voice, y'see? I'm the cast—except for the organist.

Q. To ascertain the behavior status of the children, where do you look?

A. I take a look in my Big Book.

Q. Do you read the letters from the children?

A. Yes. Here's a letter from my good friend Ronnie Glmph. A peachyfine letter.

Q. Uh—peachyfine?

A. Or a dandy letter. Letters are also nice, fine, wonderful, welcome, happy, beautiful, jim-dandy. Once in a while I call a letter a super-dooper.

Q. What do you say when you read the letter?

A. Well, what do you know about that!

Q. An enthusiastic comment.

A. I yessiree and nosiree a lot.

Q. How's that again?

A. Y'know. "Here's a fine letter from my little chum Gus Matterhorn. Yessiree. And he says he wants a jeep just like the soldiers. Well, Gus, ol' Santa won't disappoint, you—nosirree. He'll try to get you one, yessiree. But remember Gus, that ol' Uncle Sam needs those jeeps for the soldiers, and you wouldn't want to take one from the soldiers, would you? Nossiree! So maybe Santa can find a toy one, just like the real ones. Yessiree."

Q. I think I understand.

A. I use a lot of Ho's too.

Q. That I don't understand.

A. Like this Ho! Ho! Ho! Yessiree. Ho! Ho! Ho!

Q. The traditional joviality of Santa. What do you say to indicate pleased surprise.

A. Well, bless my silver whiskers—or bless my shiny black boots—or bless my sleigh bells!

Q. Yes. Do you instruct the children?

A. Absolutely. Look up and down before you cross the street, boys and girls—and don't run out from behind parked cars.

Q. Do you comment on the children's deportment?

A. I want all of you young friends of Santa's to be extra-special super good. I know you're going to be good now, because it's close to the time when I come around with toys, ho ho ho ho! But Santa wants you to be good all the time. Yessirree, I don't like to hear Johnny grumbling when Mother wants errands run. And little Mary there—you help Mother with the dishes and the dusting. Yessiree! I want you to be Mother's star helpers. Will you do that? Of course, you will! That's fine. Fine!

Q. What about the toys? How do you describe them?

A. A fire engine is big and red and shiny.

Q. A train set?

A. Just like the big trains you see chugging along. You'll have to share these with Daddy because he likes trains, too—ho ho ho! Yessirree, he'll be down on the floor first thing Christmas morning—just you wait and see.

Q. A motion picture projector?

A. Here's the chance to have movie shows in your own room with this big—say, Mr. A, why are you asking all these questions?

Q. Your speech, sir is studded with cliches, hackneyed, trite phrases.

A. I use a lot of 'em?

Q. You are one of the worst offenders.

A. I see. By the way, are you a family man?

Q. I have a boy of seven years, one of five years, and twins, aged three. Every one of them bright as a new dollar. Full of life. On the go all the time.

A. That's fine. I'll leave some special presents for them.

Q. Excellent.

A. Let me make a note of that. For each of the Amplistat boys; a drum, a whistle, a horn, assorted noisemakers and a carpenter set.

Q. Er—that will make for a good deal of noise, Santa.

A. Precisely.

Q. And boys will be boys, you know; is it wise to put tools in their hands? Might they not go to work on the furniture and woodwork?

A. Undoubtedly. Goodbye, Mr. A, and a very Merry Christmas to you. Ho!

You Seldom Get A Chance To Sell So Much To So Many For So Little

In terms of news-listeners per penny—and sales results per advertising dollar—there's no better buy anywhere than a KMBC Newscast.

Dozens of big-time advertisers will vouch for this. Not often, therefore—and not for long—is a KMBC Newscast available for sponsorship.

But just opening—right now—are *two.* Look them over, and please let us hear from you immediately.

Here they are:

ERLE SMITH
KMBC News Editor
3:00 PM Daily
Monday through Saturday

JOHN FARMER
KMBC News
9:45 AM Daily
Monday through Saturday

Your nearest Free & Peters office has detailed data on the audience, sponsorship record, and the cost of each of these KMBC Newscasts. Or, you may write KMBC direct.

KMBC
OF KANSAS CITY
FREE & PETERS, INC. CBS BASIC NETWORK

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

MASS TECHNICIAN PRODUCTION

Need of Trained Personnel Inspires Plan To Use Colleges for Instruction

FOR THE FIRST time in radio history, college radio courses have been put on a mass production basis.

Urgent need of radio stations and armed forces for technicians and engineers shortly after Pearl Harbor brought into existence in New York State a plan whereby colleges and stations cooperate to recruit and train men and women to relieve the shortage of radio specialists.

Funds were made available for instruction and equipment and H. C. Wilder, chairman of the military committee in NAB's District II organized the colleges, so that in nearly every New York community with over 10,000 population one or more night radio courses of 32 weeks duration were offered by colleges and were operating by February, 1942.

Good Response

The response was encouraging. Nearly every college had more applicants than could be accepted. Throughout the State about 5,200 took the night courses; 2,400 of these have already completed the first half and will soon graduate.

Training activities at first included Metropolitan New York and New Jersey under the direction of Dean Newman of the College of the City of New York, coordinator representing the U. S. Office of Education. Dean Hollister of Cornell U supervised courses in the up-State area. Later it was found advisable for radio to function as State units and New Jersey was separated from the New York State training program.

Instructions were provided by stations of the local areas from their regular personnel. Recent reports from the Army and Navy observing the quality of graduates' work indicate the value of their courses. Applicants were originally accepted in the enlisted reserve of the Signal Corps. Later Army Air Forces Communications Branch and the Navy were invited to join in similar enlisted reserve plans.

Although the main purpose of the courses was to furnish graduates to the armed services, about 170 women were trained. The WAACs now want some of these graduates and many will replace station engineers entering the services.

Curriculum of the radio courses is identical with that required by armed services. Additional equipment and instructions are now needed, according to Mr. Wilder. Stations are being solicited for surplus stocks and additional equipment.

How long the courses will continue is not known. Mr. Wilder believes there is a possibility that students will be enlisted first and then trained in colleges under military supervision of Army or Navy without the aid of broadcasters.

"All of these graduates will be needed to man new developments in the post-war radio age," he said. "But the single and only objective today is to produce these technicians to get the war over with. And complete victory can be speeded by extra effort by every one on the home front, which is the challenge accepted by the New York stations."

Changes at KFRC

CHANGES in managerial capacities have just been announced by KFRC, San Francisco. General Manager William D. Pabst has been commissioned a lieutenant, senior grade, in the Navy, and reported for active duty Dec. 17. His successor is Dan J. Donnelly, who became sales manager of KFRC a few months ago after serving with Don Lee stations KDB, Santa Barbara, and KGB, San Diego. Mel Venter, production manager of KFRC, was commissioned lieutenant (j.g.) in the Coast Guard. His post was filled by Pat Kelly, writer and producer and formerly publicity head.

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NOW 5000 WATTS

WOOD
Grand Rapids

POWER: Unsurpassed by any station in out-state Michigan!
PROGRAMS: No other station in America can top the WOOD schedule from RED, BLUE and Michigan Radio Network!
POPULATION: Home county has more than 2½ times the population, buying power and radio homes of any other county in all of western Michigan!

"Michigan's Greatest Out-State Station"

KING-TRENDLE BROADCASTING CORP., Represented by Paul H. Raymer Co.

You Seldom
Get A Chance
To Sell
So Much To
So Many For
So Little

In terms of news-listeners per penny—and sales results per advertising dollar—there's no better buy anywhere than a KMBC Newscast.

Dozens of big-time advertisers will vouch for this. Not often, therefore—and not for long—is a KMBC Newscast available for sponsorship.

But just opening—right now—are *two*. Look them over, and please let us hear from you immediately.

Here they are:

ERLE SMITH
KMBC News Editor
3:00 PM Daily
Monday through Saturday

JOHN FARMER
KMBC News
9:45 AM Daily
Monday through Saturday

Your nearest Free & Peters office has detailed data on the audience, sponsorship record, and the cost of each of these KMBC Newscasts. Or, you may write KMBC direct.

KMBC
OF KANSAS CITY
FREE & PETERS, INC. CBS BASIC NETWORK

Mr. A's Kris Kringle

BY MAURICE CONDON

Mr. K. W. Amplistat finds that even Santa Claus employs cliches in profusion, advises him against such a practice, and is suitably rewarded.

Q. Pardon me, sir, I am looking for the gentleman who enacts Santa Claus on the air.

A. That's me, K.W.

Q. Well! Frankly I expected a much older man.

A. Nope, you're looking at good old Santa.

Q. Your voice is quite young for such a role.

A. That's my regular voice. When I'm Santa I talk deep—like this, see?

Q. That is indeed deep. I trust you will not rupture any blood vessels.

A. Not a chance, K. W. I've been Santa for three years now.

Q. To whom do you direct your broadcast efforts?

A. The kiddies—all my boys and girls—all you young tots—all my little friends.

Q. Your listeners are youthful, then?

A. No bigger than a minute; just knee high to a grasshopper.

Q. What is your radio manner?

A. I am hearty, cheery and jovial. I chuckle and laugh.

Q. How hard do you laugh?

A. I laugh all the way from my boots. I shake all over.

Q. And your chuckle?

A. It is merry and irresistible.

Q. Where are your reindeer?

A. My faithful reindeer are out in the stable, snorting and pawing the floor because they just can't wait to get going.

Q. Do they bear the traditional names?

A. Yes, for instance, there are Dancer and Prancer.

Q. And Dunder and Blitzen?

A. No, they're out for the duration.

Q. Of course; do you have a helper?

A. Little Twinkle Toes is my chief helper. He's an elf. Talks in a high squeaky voice.

Q. And who takes this part?

A. I do. Raise my voice, y'see? I'm the cast—except for the organist.

Q. To ascertain the behavior status of the children, where do you look?

A. I take a look in my Big Book.

Q. Do you read the letters from the children?

A. Yes. Here's a letter from my good friend Ronnie Glmph. A peachyfine letter.

Q. Uh—peachyfine?

A. Or a dandy letter. Letters are also nice, fine, wonderful, welcome, happy, beautiful, jim-dandy. Once in a while I call a letter a super-dooper.

Q. What do you say when you read the letter?

A. Well, what do you know about that!

Q. An enthusiastic comment.

A. I yessiree and nosiree a lot.

Q. How's that again?

A. Y'know. "Here's a fine letter from my little chum Gus Matterhorn. Yessiree. And he says he wants a jeep just like the soldiers. Well, Gus, ol' Santa won't disappoint, you—nosirree. He'll try to get you one, yessiree. But remember Gus, that ol' Uncle Sam needs those jeeps for the soldiers, and you wouldn't want to take one from the soldiers, would you? Nossiree! So maybe Santa can find a toy one, just like the real ones. Yessiree."

Q. I think I understand.

A. I use a lot of Ho's too.

Q. That I don't understand.

A. Like this Ho! Ho! Ho! Yessiree. Ho! Ho! Ho!

Q. The traditional joviality of Santa. What do you say to indicate pleased surprise.

A. Well, bless my silver whiskers—or bless my shiny black boots—or bless my sleigh bells!

Q. Yes. Do you instruct the children?

A. Absolutely. Look up and down before you cross the street, boys and girls—and don't run out from behind parked cars.

Q. Do you comment on the children's deportment?

A. I want all of you young friends of Santa's to be extra-special super good. I know you're going to be good now, because it's close to the time when I come around with toys, ho ho ho ho! But Santa wants you to be good all the time. Yessirree, I don't like to hear Johnny grumbling when Mother wants errands run. And little Mary there—you help Mother with the dishes and the dusting. Yessiree! I want you to be Mother's star helpers. Will you do that? Of course, you will! That's fine. Fine!

Q. What about the toys? How do you describe them?

A. A fire engine is big and red and shiny.

Q. A train set?

A. Just like the big trains you see chugging along. You'll have to share these with Daddy because he likes trains, too—ho ho ho! Yessirree, he'll be down on the floor first thing Christmas morning—just you wait and see.

Q. A motion picture projector?

A. Here's the chance to have movie shows in your own room with this big—say, Mr. A, why are you asking all these questions?

Q. Your speech, sir is studded with cliches, hackneyed, trite phrases.

A. I use a lot of 'em?

Q. You are one of the worst offenders.

A. I see. By the way, are you a family man?

Q. I have a boy of seven years, one of five years, and twins, aged three. Every one of them bright as a new dollar. Full of life. On the go all the time.

A. That's fine. I'll leave some special presents for them.

Q. Excellent.

A. Let me make a note of that. For each of the Amplistat boys; a drum, a whistle, a horn, assorted noisemakers and a carpenter set.

Q. Er—that will make for a good deal of noise, Santa.

A. Precisely.

Q. And boys will be boys, you know; is it wise to put tools in their hands? Might they not go to work on the furniture and woodwork?

A. Undoubtedly. Goodbye, Mr. A, and a very Merry Christmas to you. Ho!

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives

CHNS
Halifax, N. S.
One-third of all the radio sets in Nova Scotia are within 25 miles of our antenna
Ask JOE WEED

MASS TECHNICIAN PRODUCTION

Need of Trained Personnel Inspires Plan To Use Colleges for Instruction

FOR THE FIRST time in radio history, college radio courses have been put on a mass production basis.

Urgent need of radio stations and armed forces for technicians and engineers shortly after Pearl Harbor brought into existence in New York State a plan whereby colleges and stations cooperate to recruit and train men and women to relieve the shortage of radio specialists.

Funds were made available for instruction and equipment and H. C. Wilder, chairman of the military committee in NAB's District II organized the colleges, so that in nearly every New York community with over 10,000 population one or more night radio courses of 32 weeks duration were offered by colleges and were operating by February, 1942.

Good Response

The response was encouraging. Nearly every college had more applicants than could be accepted. Throughout the State about 5,200 took the night courses; 2,400 of these have already completed the first half and will soon graduate.

Training activities at first included Metropolitan New York and New Jersey under the direction of Dean Newman of the College of the City of New York, coordinator representing the U. S. Office of Education. Dean Hollister of Cornell U supervised courses in the up-State area. Later it was found advisable for radio to function as State units and New Jersey was separated from the New York State training program.

Instructions were provided by stations of the local areas from their regular personnel. Recent reports from the Army and Navy observing the quality of graduates' work indicate the value of their courses. Applicants were originally accepted in the enlisted reserve of the Signal Corps. Later Army Air Forces Communications Branch and the Navy were invited to join in similar enlisted reserve plans.

Although the main purpose of the courses was to furnish graduates to the armed services, about 170 women were trained. The WAACs now want some of these graduates and many will replace station engineers entering the services.

Curriculum of the radio courses is identical with that required by armed services. Additional equipment and instructions are now needed, according to Mr. Wilder. Stations are being solicited for surplus stocks and additional equipment.

How long the courses will continue is not known. Mr. Wilder believes there is a possibility that students will be enlisted first and then trained in colleges under military supervision of Army or Navy without the aid of broadcasters.

"All of these graduates will be needed to man new developments in the post-war radio age," he said. "But the single and only objective today is to produce these technicians to get the war over with. And complete victory can be speeded by extra effort by every one on the home front, which is the challenge accepted by the New York stations."

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KING-TRENDLE BROADCASTING CORP., Represented by Paul H. Raymer Co.

Small Station Head Concerned About Loss of Personnel to Larger Outlets

EDITOR BROADCASTING:

We are one of those 250-watt stations serving an area not effectively served by any other single station; and like all the other stations in the same position, we are having our troubles in keeping our engineering personnel because of labor piracy on the part of stations in the large metropolitan areas who can afford to pay what appears to the personnel a higher salary.

These stations would prefer to use holders of first class radio-telephone licenses in their control room as a matter of standards of employment. This is admirable in normal times, but isn't it time that these stations cooperate with the industry in general to the extent that replacements in the control room be made with holders of tickets lower than first class or with apt persons having no tickets at all.

Whether such employment is by the station or by the union controlling stations' technical personnel, we think it time that these standards of employment be relaxed and that these large stations stop raiding the small stations of their technical personnel.

We believe your publishing this letter may bring to the attention of any one guilty of this practice the plight of the smaller station which is just as essential as any of the larger ones and will possibly help such an unthinking employer to see how much damage the smaller stations in the industry are suffering at his hands.

WELDON STAMPS,
Manager,
KADA, Ada, Okla.

Infantile Drive

RADIO stations in the United States, Hawaii, Puerto Rico and Panama will participate in 1943's campaign against infantile paralysis, according to Basil O'Connor, president of the National Foundation for Infantile Paralysis. National Radio Division in the drive will be headed by Neville Miller, NAB president, assisted by co-chairmen: Mark Wood, president of BLUE; William S. Paley, president of CBS; Niles Trammell, president of NBC; Miller McClintock, president of MBS.

Ken Niles in Film

KEN NILES, Hollywood announcer, portrays that role in the Republic film, "Hit Parade". Frank Graham announcer-narrator of CBS, portrays Cosmo Jones, amateur scientific detective, in the Monogram Pictures release, "The Crime Smasher". Film is first in a series of 24 based on his *Cosmo Jones* programs formerly on CBS Pacific stations.

Peace and Goodwill

Peace and goodwill are in all our thoughts at Christmas. Perhaps this year, more than ever before, we look forward to the time when they may become a reality to all men.

When peace does come, let it bring the confidence and understanding—the goodwill upon which progress and prosperity are built. You can do your part by showing your goodwill, now, for the people who have made your business possible—your customers. Give them something they value—radio entertainment—to remember you by.

CFRB
TORONTO
860 KILOCYCLES

Florida Renewals

(*Continued from page 26*)

contained in the documents filed with the Commission."

Finally, the majority held that it was most important in war time to preserve radio as a means of communicating with the public. If the licenses were revoked, the loss could only be remedied after a considerable lapse of time, because of equipment shortages and the like.

The minority held it could reach no other conclusion than that there had been a clear violation of the Communications Act and that the licenses should be revoked pursuant to it. Declaring it impossible for them to accept the conclusion of the majority that Mr. Perry was "victimized by his agents and counsel", the minority said the record clearly showed he was at all times fully informed as to the general course of the action being followed, if not as to every detail.

Other Charges

Mr. Perry was represented as being the real party in interest, while the officers of the two companies were "merely dummies". The funds were his and "his was the guiding hand".

Pointing out that Mr. Perry was a lawyer himself, the minority said that even if it should accept the majority's conclusion that Mr. Perrys' only fault was his failure to exercise good judgment in the selection of his agents and advisers, "we still could not subscribe to the principle that he should be allowed to retain the fruits of their misrepresentation." To do so, said the opinion, would be "to reward him for his own bad judgment". The statute makes explicit provision for revocation "for false statements".

Even if Mr. Perry could be found free from personal fault, said the minority, "it is seriously to be questioned whether an applicant whose other business affairs are so pressing that he cannot give proper attention to his application, can be safely entrusted with the serious and exacting responsibilities of a licensee." As to the contentions that the communities would be left without radio service in war time in the event of revocation, the Fly-Wakefield-Durr opinion said they could not share the majority's concern that the communities would long be without radio service, "for our general observation has been that frequencies and radio equipment are far scarcer than qualified applicants."

"Moreover," said the minority, "we cannot accept a principle which would in effect mean that when the Commission grants a broadcast station license, the people of the community to be served are automatically given as hostages to the licensee to guarantee him against the legal and equitable consequences of his own improper conduct."

'Approval to Fraud'

Then the minority concluded: "What purpose, then does the Commission serve by its decision in this case? As we see it, it serves none, unless it is to enable Perry to obtain the benefits of a fraud which has been perpetrated through his agents and to carry it to fruition. Would a court of equity exercise its powers to accomplish such a result? Can a government administrative body charged with responsibility for granting licenses for the use of public property in the public interest afford to do so?

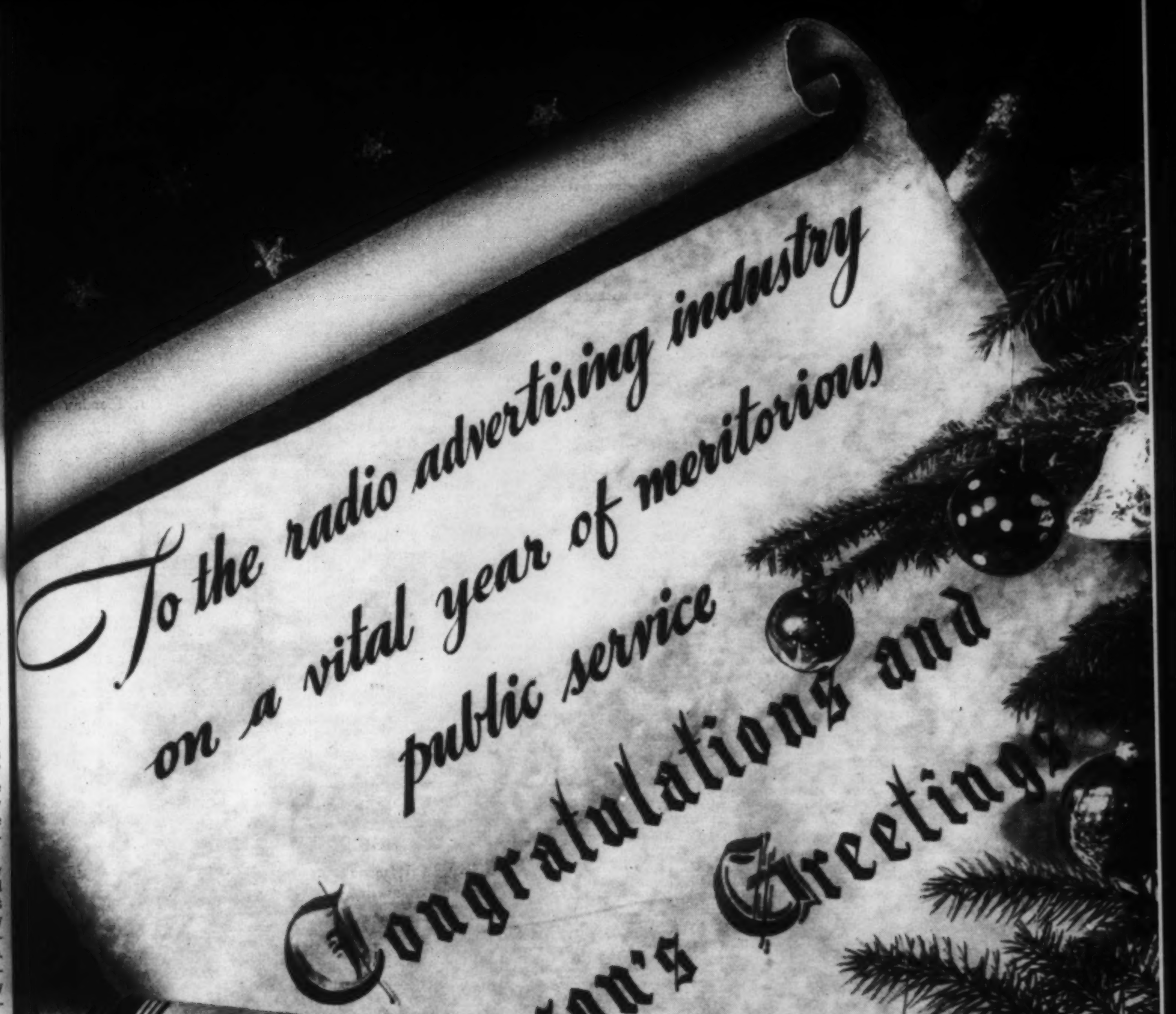
"The present decision not only gives the seal of approval to fraud and deception in this one case, but by promising a shield of immunity to future applicants bent on concealment, invites their recurrence. The issues involved in this proceeding directly affect the integrity of proceedings before the Commission and, indeed, of the administrative process. Consequently, the result of the decision is not limited to its effect on the parties hereto or to the community served by the licensed station.

"In carrying out its functions it is of the utmost importance that the Commission be able to rely on representations made by applicants and the licensees, whether in formal applications, reports filed with it or testimony produced before it. To insist that such representations be worthy of reliance is the least that the Commission should require if it is to have confidence in its own proceedings."

THREE'S NOT A CROWD when signing a contract as proved by the smiling trio above as they approve the placing of one-minute transcribed announcements five times a week on 126 Keystone Broadcasting System stations by Miles Labs., Elkhart, Ind. for Nervine tonic and Anti-pain Pills. Threesome includes (l to r) Louis J. Nelson, timebuyer of Wade Adv. Agency, Chicago, account agency, William Wolf, vice-president of Keystone, and Michael M. Sillerman, president of the disc net.

New York AFRA Elects

RE-ELECTING Bill Adams as president of the New York Local of the American Federation of Radio Artists, the local also elected Walter Preston, Ben Gauer, Betty Garde, Alex McKee and Ken Roberts as vice-presidents, Anne Seymour as recording secretary and Ned Wever as treasurer. George Heller continues as local executive secretary, a non-elective position.


To the radio advertising industry
on a vital year of meritorious
public service
Congratulations and
Season's Greetings
BROADCASTING
Broadcast Advertising
attention--

THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WGY, Schenectady

American Molasses Co., New York, *sa*, thru Charles W. Hoyt Co., N. Y.

McKesson & Robbins, Bridgeport (Calox), 14 *sa*, thru J. D. Tarcher & Co., N. Y.

B. Meier & Son, New York (toasted wheat germ), 9 *sa*, thru H. C. Morris & Co., N. Y.

E. L. Knowles Inc., Springfield, Mass. (Rubine), 3 *sa* weekly, 26 weeks, thru Chas. W. Hoyt Co., N. Y.

Lever Bros., Cambridge, Mass. (Vimms), 8 *ta*, thru BBDO, N. Y.

Dairy Assn. Co., Lyndonville, Vt. (Kow-Kare), 3 *ta* weekly, 13 weeks, thru Hays Adv. Agency, Burlington, Vt.

Fanny Farmer Candy Shops, Rochester, N. Y., 48 *sa*, thru J. Walter Thompson Co., N. Y.

Pan American Coffee, New York, 39 *sa*, thru J. M. Mathes Inc., N. Y.

American Chicle Co., L. I. City, N. Y. *sa*, 1 year, thru Badger & Browning, Boston.

Johnson & Johnson, New Brunswick, N. J. (surgical dressings), 24 *ta*, thru Young & Rubicam, N. Y.

Chris Hansen Labs., Little Falls, N. Y. (Junket food products), 39 *sa*, thru Mitchell-Faust, Chicago.

Fillmore Farms, Bennington, Vt. (certified milk), 12 *sa*, thru Hevenor Adv. Agency, Albany.

P. Duff & Sons, Pittsburgh (gingerbread mix), 3 *sa* weekly, 13 weeks, thru W. Earl Bothwell Adv. Agency, Pittsburgh.

WWRL, Woodside, N. Y.

Nu-Ox Products Co., New York (Klenzol), 3 *sa* weekly, 13 weeks, direct.

Busch Credit Jewelers, New York (chain), 100 *sa* weekly, 52 weeks, direct.

Flag Pet Food Corp., New York, 50 *ta* weekly, 52 weeks, thru Harry Solow Agency, N. Y.

Sach's Quality Furniture, New York (chain), 100 *ta* weekly, 52 weeks, thru Harry Solow Agency, N. Y.

Rum & Maple Tobacco Corp., New York, 25 *sa* weekly, 2 weeks, direct.

Mary Antoinette Cold Cream Co., New York, 3 *sa* weekly, 2 weeks, direct.

WJHL, Johnson City, Tenn.

Allied Drug Products Co., Chattanooga, 5 *t* weekly, 52 weeks, thru Liller, Neal & Battle, Atlanta.

Pet Milk Co., St. Louis, 2 *t* weekly, 52 weeks, thru Gardner Adv. Co., St. Louis.

Chattanooga Medicine Co., Chattanooga (Black-Draught, Cardui), 39 *sp*, thru Nelson Chesman Co., Chattanooga.

WJZ, New York

Adler Shoes, New York, 3 *sa* weekly, thru Consolidated Adv., N. Y.

Continental Baking Co., 12 *ta* weekly, thru Ted Bates Inc., N. Y.

Paramount Pictures, New York ("Palm Beach"), 12 *sa* weekly, 1 week, through Buchanan & Co., N. Y.

Adam Hat Stores, New York, 28 *sa*, four weeks, thru Glicksman Adv. Co., New York.

Simon & Schuster, New York (tax book), 6 *sa* weekly, 12 weeks, thru Northwest Radio Adv. Co., Seattle.

March of Time Inc., New York (*March of Time*), 23 *sa*, 1 week, thru Lord & Thomas, N. Y.

Piso Co., Warren, Pa. (cough medicine), 2 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

Queen Make Dress Co., New York (dresses), weekly *sa*, 13 weeks, thru Abbott Kimball Co., N. Y.

WEAF, New York

Continental Baking Corp., New York (bread, cake), 17 *ta* weekly, thru Ted Bates Inc., N. Y.

Adam Hats, New York (men's hats), 6 *ta* weekly, thru Glicksman Adv., N. Y.

Flag Pet Food Corp., New York (dog food), 5 *sa* weekly, thru Peck Adv., N. Y.

B. Meier & Son, New York (Golden Center Wheat Germ), 3 *sa* weekly, thru H. C. Morris Co., N. Y.

Charles B. Knox Gelatine Co., Johnstone, N. Y., 5 *sa* weekly, thru Kenyon & Eckhardt, N. Y.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura soap), 5 *t* weekly, thru Atherton & Currier, N. Y.

WABC, New York

Dryden & Palmer, L. I. City, N. Y. (Gravy Master seasoning), weekly *sa*, thru Samuel Croot Co., N. Y.

Charles Gulden Inc., New York (mustard), 2 *sp* weekly, thru Charles W. Hoyt Co., N. Y.

Continental Baking Co., New York, 5 *sa* weekly, thru Ted Bates, N. Y.

Paramount Pictures, New York ("Palm Beach Story"), 4 *sa*, 1 week, thru Buchanan & Co., N. Y.

Studebaker Corp., South Bend, Ind. (institutional), 3 *ne* weekly, thru Roche, Williams & Cunnvagham, N. Y.

WLIB, Brooklyn

Reverie Inc., New York (cosmetics), 12 *sa* weekly, 6 weeks, thru Craven & Hedrick, N. Y.

Pepsi-Cola Co., Long Island City, N. Y., 24 *ta* weekly, 4 weeks, thru Newell-Emmett Co., N. Y.

National Birth Certificate Advisory Service, Los Angeles, 20 *sp* weekly, 4 weeks, thru United Adv. Companies, Chicago.

KFRC, San Francisco

Associated Dental Supply Co., San Francisco (Dr. Parker's tooth powder), 2 *ne* weekly, thru McCann-Erickson, San Francisco.

Golden State Co., San Francisco (milk), 3 *ne* weekly, thru Ruthrauff & Ryan, San Francisco.

Login Corp., San Francisco (Alsopure orange juice) 2 *sp* weekly, thru M. E. Harlan Adv., San Francisco.

Southern Pacific Co., San Francisco (rail transport), 18 *sa*, thru Lord & Thomas, San Francisco.

Simon & Schuster, New York (tax book) *t*, thru Northwest Radio Adv. Co., Seattle.

Pacific Brewing & Malting Co., San Jose, Cal. 6 *sa* weekly, thru Long Adv. Service, San Francisco.

Western Book & Tract Co., Oakland, Cal. (bibles), 2 *sa* weekly direct.

Personal Finance Co., San Francisco, 3 *sa* weekly, thru Al Paul Lefton Co., Las Angeles.

KSFO, San Francisco

Western Union Telegraph Co., San Francisco, *sa*, direct.

Ex-Lax Inc., New York, 6 *ta* weekly, thru Joseph Katz Co., New York.

Farm Journal Magazine, Philadelphia, 6 *sa* weekly, thru Clarence B. Juneau Agencies, Los Angeles.

Parrott & Co., San Francisco (Simi wines), 3 *sa* weekly, thru Blum's Adv. Agency, San Francisco.

Spice Island, San Francisco (seasonings), *sa* direct.

Lyon Van & Storage Co., Los Angeles 2 *ne* weekly, thru BBDO, N. Y.

Morton Salt Co., Chicago, 3 *sa* weekly, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

Capwell, Sullivan & Furth, Oakland, Cal. (department store), 3 *ne* weekly, thru Sidney Garfinkel Adv., San Francisco.

Eagle Products & Vineyards Co., San Francisco (wines) *ta*, thru Frederick Seid Agency, San Francisco.

Golden State Co., San Francisco (creamery products), 12 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.

WKZO, Kalamazoo

Paul F. Beich Co., Bloomington, Ill. (candy), 4 *ta* weekly, 13 weeks, thru Kane Adv. Co., Bloomington.

Block Drug Co., Jersey City, 3 *sa* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.

Fox De Luxe Brewing Co., Grand Rapids, 18 *ta* weekly, 52 weeks, thru Schwimmer & Scott, Chicago.

Grove Labs., St. Louis, 6 *ne* weekly, 13 weeks, thru Russel M. Seeds Co., Chicago.

Monticello Drug Co., Jacksonville, Fla., 3 *sa* weekly, 9 weeks, direct.

Morton Salt Co., New York, 3 *ta* weekly, 10 weeks, thru Klau-Van Pietersom-Dunlap Assoc., Milwaukee.

Olson Rug Co., Chicago, 3 *sp* weekly, 4 weeks, thru Presba, Fellers & Presba, Chicago.

L. A. SOAP FIRM EXPANDS COVERAGE

WITH redistribution of product and increased advertising appropriation Los Angeles Soap Co., Los Angeles, (White King, Sierra Pine, Scotch cleanser, granulated soap) Jan. 4 adds ten stations to *Art Baker—News*, making a total of 13 NBC West Coast stations (KTAR KGLU KVOA KYUM KOA KDYL KIVO KGHL KSEI KTFI KFI KMJ KPO), Monday through Friday, 10:30-10:45 a.m. (PWT).

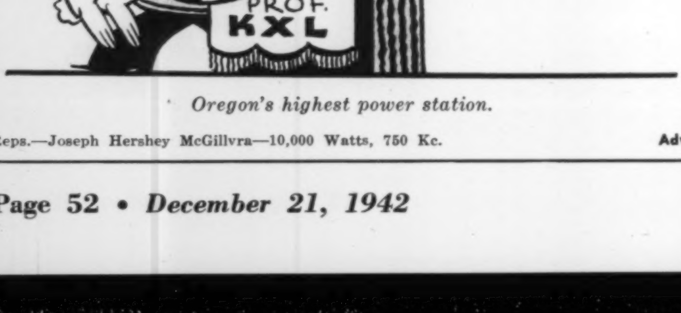
Firm on that date also renews for 52 weeks, *Norman Nesbitt—News*, on 16 Don Lee California stations, Monday through Friday, 7-7:15 a.m. and a five-weekly quarter-hour newscast on three Arizona network stations (KOY KTUC KSUN), Monday through Friday, 8-8:15 a.m. In addition the soap company Dec. 28 renews for 52 weeks *Bob Andersen—News*, on 12 CBS Western stations, Monday through Friday, 12:15-12:30 p.m. (PWT).

Firm will continue to use supplementary spot radio in various Western markets having renewed for 52 weeks, effective Jan. 4, the five per week quarter-hour newscasts on KFWB, Hollywood; a thrice-weekly five-minute news program and daily spot announcements on KROD, El Paso; daily five-minute newscasts on KMED, Medford, Ore., daily participation in *Homemaker's Club* on KHJ, Hollywood, and a varied announcement schedule on KGGM KDFN KGMB KHBC. Raymond R. Morgan Co., Hollywood, has the account.

Coast Rail Series

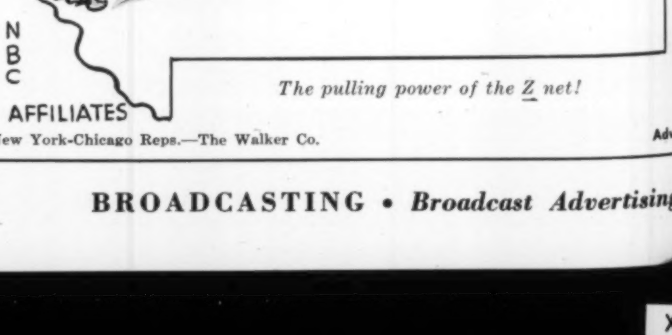
SOUTHERN PACIFIC Co., San Francisco (rail transport) conducted a special spot campaign on approximately 30 stations in the West Dec. 2-8, in which it urged the general public not to use the railroad during the holiday season, Dec. 15 - January 5. One-minute transcribed talks by F. S. McGinnis, vice-president of the railroad company, were used on each station on the list during the campaign. Agency was Lord & Thomas, San Francisco.

BING CROSBY, star of the weekly NBC Kraft Music Hall, sponsored by Kraft Cheese Co., is now an official adviser to the War Dept. on entertainment programs for servicemen.


KXL
IT'S LIKE MAGIC THE PULLING POWER OF KXL IN THIS PROSPERITY MARKET
PROF. KXL

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. Adv.


FOR THE BEST CHRISTMAS YOU'VE EVER HAD!
KGIR
KPFA
KRBM
NBC AFFILIATES
The pulling power of the Z net!

New York-Chicago Reps.—The Walker Co. Adv.

Radio Advertisers

BOTANY WORSTED MILLS, Passaic, N. J., has started an institutional program on WPAT, Paterson, N. J., designed primarily to aid the war effort. Titled *North Jersey Industry Rarolls*, the series started Dec. 13 on a bi-weekly basis, with a dramatic presentation urging listeners to avoid over-confidence in a quick victory, at the same time stressing the achievements of New Jersey war industries in repairing the damage inflicted at Pearl Harbor. Salvage drives and conservation were also emphasized. Contract for Botany, manufacturers of woolen wear, was placed direct. Program is a half-hour in length.

DR. LOUIS T. TALBOT, Los Angeles (religious) besides a weekly half-hour live program on KMPC, Beverly Hills, and KPAS, Pasadena, also sponsors a transcribed version of his talks on KROW, Oakland. Expansion to include other Pacific Coast stations is contemplated. Agency is Smith & Bull Adv., Los Angeles.

MILK DEALERS Bottle Exchange, Chicago, has placed spot announcements on WGN WBBM WAIT WIND WJJD, all Chicago stations, as part of a campaign urging housewives to keep milk bottles in circulation and not to hoard them. Agency is Newby, Peron & Flitcraft, Chicago.

CANADA DRY GINGER ALE, Toronto, has started a weekly quiz show *Double or Nothing* on CJRC, Winnipeg. Account was placed by MacLaren Adv. Co. Ltd., Toronto.

You keep customers when you KEEP SPOTS BEFORE THEIR EARS!

• ASK A JOHN BLAIR MAN ABOUT SPOT RADIO

JOHN BLAIR & COMPANY
CHICAGO
NEW YORK
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
NATIONAL RADIO STATION REPRESENTATIVES

SCRIPT CONFERENCE occupies attention of star and working staff of the five-weekly BLUE Gracie Fields series. Five-minute program, sponsored by American Cigarette & Cigar Co. (Pall Mall), recently shifted origination from New York to Hollywood enabling Miss Fields to complete a film assignment. Co-workers (l to r) are Robert Moss, production manager of BLUE, Hollywood; Harry Sosnick, program musical director; Miss Fields, and Sam Pierce, producer of Ruthrauff & Ryan, account's agency.

WHITING-MEAD Co., Los Angeles (building materials), considering women as home-makers in that word's most literal sense, on Dec. 9 started thrice-weekly participation in Norma Young's *Happy Homes*, on KHJ, Hollywood. Placement is through Stellar Millar Adv., Los Angeles. In addition to doing a selling job on a women's program, commercials feature service whereby firm offers instruction in use of its materials.

CAPWELL, SULLIVAN & FURTH, Oakland, Cal. (department store), recently started for 14 weeks three quarter-hour newscasts weekly by Roger Williams and Austin Fenger on KSFO, San Francisco. Agency is Sidney Garfinkel Adv. Agency, San Francisco. Lyon Van & Storage Co., Los Angeles, has started for 12 weeks, two quarter-hour newscasts by Brooke Temple weekly on KSFO. Agency is BBDO, New York.

LOGIN Corp., San Francisco (Alsopure orange juice), recently started for 26 broadcasts a five-minute program twice weekly on KFRC, San Francisco. Agency is M. E. Harlan Adv., San Francisco.

GOLDEN STATE Co., San Francisco (Golden V. Vitamin Milk) recently started for 21 broadcasts *Last Minute News*, three-times-weekly on KFRC, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

SPARKLETTS DRINKING Water Corp., Los Angeles, on Jan. 5 renews for 13 weeks twice weekly sponsorship of Fulton Lewis Jr., on KHJ, Hollywood, Tues., Thurs., 9:45-10 p.m. (PWT). Firm also sponsors participation three times per week in *Homemaker's Club* on that station, and in addition utilizes a five-weekly quarter-hour newscast on KFI, Los Angeles. Raymond R. Morgan Co., Hollywood, has the account.

RALPH R. LEDDER, account executive of Duncan A. Scott & Co., Los Angeles, publishers' representative, has resigned to become advertising manager of W. & J. Sloane Co., Beverly Hills, Cal. (home furnishings).

MARY LEE CANDY SHOPPES, Montreal (chain), has started quarter hour musical programs on CBM and CBF, Montreal. Account was placed by Associated Broadcasting Co., Ltd., Montreal.

RIDD LABORATORIES Inc., San Francisco (Riddfoot powder) on Dec. 8 started *A Cavalcade of Medicine* with Frank Parke Wright, narrator, relating stories about the invention or discovery of modern drugs and little known facts about physicians, surgeons and scientists from mediaeval times to the present, on KPO, San Francisco, a quarter-hour weekly. Agency is Rhoades & Davis Adv., San Francisco. Milton Seropan was the KPO account executive.

PUREPAC Corp., New York (Flemex cough medicine), is sponsoring five-minute newscasts every half hour during afternoons, six days weekly on WHN, New York. Beginning Dec. 14, contract is for 13 weeks. Sid Walton, news editor of WHN, prepares and delivers the news broadcasts. Agency is Klinger Adv. Corp., N. Y.

AUERBACH Co., big Salt Lake City department store, has purchased two half-hour shows on KDYL, same city, Sundays 9:30-10 p.m. and Wednesdays, 6:30-7 p.m. The shows are variety type, produced and directed by George Provol, KDYL program director, and announced by Allan Moll and Ed Letson.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 10 starts sponsoring William Winter, news analyst, on 9 CBS Western stations (KNX KQW KARM KROY KOIN KIRO KFPY KSL KLZ), Sunday, 5:45-6 p.m. (PWT). Contract is for 52 weeks. Planters Edible Oil Co., San Francisco (peanut oil), also sponsors William Winter on that same list of stations, Monday through Friday, 2:30-2:45 p.m. (PWT). Agency is Raymond R. Morgan Co., Hollywood.

INSTANTANEOUS RECOGNITION

. . . for Something NEW* in New York Radio

* "The Popular Classics with a Blend of the Modern . . . and NEWS"

BY LISTENERS: Over 15,000 families requested the November Master Program Booklet, listing all musical selections to be heard over WLIB. Listeners are now paying $1 a year for this Booklet.

BY ADVERTISERS: WLIB quickly established itself as a productive medium with New York's keenest local advertisers who *check* results, *must get* results and *buy* results . . . Hotel St. George, L. Blau and Sons, Sachs Quality Furniture, Empire Diamond Buying, I. J. Fox, John Mullins and Sons, Michaels Bros., Reverie Cosmetics, Community Opticians, Barney's Clothes, Stadler Shoes, Brass Rail Restaurants, etc. Alert National Advertisers (Bulova, Chateau Martin, Pepsi-Cola) are joining the parade to WLIB.

BY NEWSPAPERS: WLIB has already won a prominent place in New York's press. The DAILY NEWS, MIRROR, TIMES, HERALD-TRIBUNE, POST, PM, WORLD-TELEGRAM, JOURNAL-AMERICAN highlight WLIB programs every day.

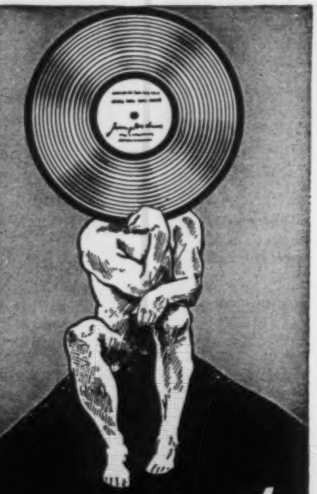
. . . AND WLIB IS STILL MAINTAINING THE LOWEST RATE FOR EFFECTIVE COVERAGE OF THE NEW YORK BUYING MARKET.

RKO BUILDING, New York
Chicago Representative — THE WALKER CO.

WLIB

"THE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial



Think of
CLARK
•
synonym for
QUALITY TRANSCRIPTION PROCESSING

Think of quality transcription processing and you think of CLARK. That's natural as ABC. Since radio's pioneer days CLARK has been the symbol for pride of workmanship and dependability of performance. All over America electrical transcriptions bear the stamp of CLARK experience. Today nearly every sizable transcription producer is a CLARK client. How about you?

Clark
Phonograph Record Co.
Newark, N. J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. LaSalle St. Central 5275

in the CONTROL ROOM

ALAN CORMACK, for six years Pacific division traffic manager of CBS Hollywood, has been commissioned a lieutenant in the Navy and currently is in naval aviation radio training at U of Arizona.

THOMAS HALE, former transmitter engineer of WFBL, Syracuse, now with the Navy in Puerto Rico, has been promoted to rank of lieutenant-commander.

LEO YODER, engineer of WOWO-WGL, Fort Wayne, is functioning in the dual capacity of lieutenant in the Civil Air Patrol, and is communications officer at Fort Wayne.

AUSTIN A. HARRISON, engineer of NBC Chicago, is radio instructor at the Illinois Institute of Technology, teaching a course in radio theory and practice under the new war training program.

GARSON H. HERTZEL Jr., transmitter engineer of WWRL, Woodside, N. Y., joined the Army Air Forces Dec. 9. Louis J. Barbara and Joseph R. Franz have joined the engineering staff.

LEO SHEPARD, engineer of CBS Hollywood, has joined the Navy as warrant officer.

LYLE POPE has joined the engineering staff of CKBI, Winnipeg.

MAURICE H. NELSON, engineer of WROK, Rockford, Ill., is the father of a son.

HARRY FAULKNER, formerly with RCA at Huntington Beach, Cal., has joined the engineering staff of WMT, Cedar Rapids, Ia.

WILLIAM HIBBERT has assumed duties of assistant chief transmitter engineer of WSB, Atlanta, replacing John Hillegas who has joined Bendix Aircraft Corp., Baltimore.

JOE KELLY, formerly of WBRK, Pittsfield, and WKIP, Poughkeepsie, has joined the engineering staff of WTRY, Troy, N. Y.

PAUL TESDELL, formerly control room operator of Pearltone Recording Studios, Des Moines, has accepted a similar position with WOC, Davenport, Ia.

ROBERT FETTERMAN, engineering staff of WIBG, Philadelphia, has assumed the added position of teaching radio engineering at Chamberlin School of Aeronautics in that city.

BERT HASSLER, headquartered in Annapolis Hotel, Washington, has been appointed export agent of Universal Microphone Co., Inglewood, Cal., for equipment sent to allied countries on priority basis.

4:00 P.M. 2300
5:00 P.M. 0000

KHAKI-CLAD and attached to the Alaska Communications System of the Army Signal Corps are these former Pacific Coast radio-ites. Stationed in Seattle, they are (l to r) seated, Technician 4th Grade Robert S. McCaw, vice-president of KEVR, Seattle, and formerly manager; Technician 4th Grade Clifford H. Hansen, formerly commercial manager of KEVE, Everett, Wash., (l to r) standing, Pvts. Don Forbes, for three years part of the NBC *Richfield Reporter* team, sponsored by Richfield Oil Co.; George L. McGowan, formerly chief announcer of KFPY, Spokane, and William C. Rhodes, formerly of KFPY.

CLYDE M. HUNT, chief engineer at WJSV since 1936, was elected chairman of the Washington Section of the Institute of Radio Engineers to succeed Capt. E. M. Webster, Coast Guard. Mr. Hunt was vice-chairman last year.

ARTHUR FASKE, chief engineer of WLIB, Brooklyn, is conducting a series of six-weekly demonstrations of practical radio operation to a group of students enrolled in the Army Signal Corps Reserve.

EDGAR T. DARLINGTON, for three months vice-president of Broadcast District Local 1, American Communications Assn., has resigned his post with the engineers and announcers union in Philadelphia. Carroll C. Roden, KYW engineer and secretary-treasurer of the local, will serve as temporary head of the union until a successor is named.

Reported Missing

ALMA (Buddy) MILLS Jr., former engineer of KVRS, Rock Springs, Wyo., has been reported missing in action in the Pacific, according to H. L. McCracken, general manager of the station. He was a radio operator-navigator with the Army Air Forces. The report is the 14th on radio's roll of honor of men killed or missing in action since Pearl Harbor.

Signal Corp Promotions

COL. FRANK C. MEADE, formerly a member of several Board of War Communications Committees and the Interdepartment Radio Committee, was among four Signal Corps and 61 other colonels promoted Dec. 11 to the temporary rank of brigadier general. Brig. Gen. James A. Code Jr., along with nine others of his rank, was at the same time advanced to the temporary rank of major general.

Herbert A. Wadsworth

HERBERT A. WADSWORTH, 41, chief engineer of WMAL, Washington, died Dec. 16 in a locked garage at his home in Washington. He is survived by his wife, Mrs. Julia Shores Wadsworth, who found the body. He had been with NBC and WMAL, Washington, more than 15 years.

INAUGURAL ceremonies for New York's Governor-elect, Thomas E. Dewey, will be broadcast on a hookup of BLUE stations in New York State, on New Year's Day starting at noon.

HAVE YOU SEEN HENRY
... The Pole Vaulting Fish?

If not, visit beautiful WAKULLA SPRINGS, 20 miles south of Tallahassee, Florida. See enchanting underwater scenes and thousands of rare fish through the glass bottom boat. Enjoy a boat cruise through primeval Florida jungles. See the new home of underwater photography. Swim in the crystal clear water of the world's largest single spring, and relax in Florida's healthful sunshine.

The Perfect Place to Spend Your Vacation
MODERN LODGE
Write for free booklet and rates: Wakulla Springs Lodge
Wakulla, Florida

Cecil Brown Cautions Against Axis Reports

HIGHLIGHT SPEAKER at the Dec. 16 meeting of the Radio Executives Club of New York was Cecil Brown, CBS correspondent and news analyst and author of the best-seller *Suez to Singapore*. Mr. Brown, one of the guests presented by WABC, New York CBS outlet, said news put out by the Axis these days should be ignored as utterly untrue.

Further entertainment was supplied by Lois January, Bobbie Tucker & Voices, John Reed King, with Arthur Godfrey as m.c. Out-of-town guests included Dave Sutton, WBBM, Chicago; Bill Dawson, WARM, Scranton, and Phil Newsom, news manager of United Press.

Slater Honored

MAJ. GEN. A. D. SURLES, director of the War Dept. Bureau of Public Relations, has sent a letter of congratulations to Tom Slater, MBS director of special features, and m.c. of *This Is Fort Dix*, on the occasion of the completion of the program's second year on MBS, Dec. 20. "Your program has done much to inform the public of the manner in which their transition from civilian to military life was taking place," he wrote. "In reflecting the high morale and good spirits of our expanding Army, *This Is Fort Dix* has been of service to the Army and to the home front."

Elaine Ewing Named

ELAINE EWING, who has been assisting Douglas Meservey, deputy director of the OWI Radio Bureau, has been named as assistant station relations chief. Before joining OWI in February, 1942, she had been assistant to Bertha Brainard, NBC manager of program and talent sales. Earlier she had been executive secretary to Frank Smith, vice-president of Transamerican Broadcasting & Television Corp.

Mittens in Morse

HERB NEWCOMB, announcer of WCAU, Philadelphia, strikes a new fashion note with a unique pair of hand-knitted mittens to meet the wintry blasts. On their backs is woven a replica of WCAU's tower with the call letters outlined. Flashes emanating from the tower spell out Newcomb's name in Morse Code.

$34,607,000.00
Last year's sales of eggs only in our ½-millivolt area. WIBW dominates this diversified, steady-income market. Let us prove it to YOU!

WIBW The Voice of Kansas in TOPEKA

NAB Letter Asks FCC to Relax Rules Curbing the Tenure of Limited Licenses

FURTHER RELAXATION of FCC restrictions on holders of limited permits was proposed in a letter to FCC-BWC Chairman James Lawrence Fly, the NAB said last week, and NAB representatives are taking steps to bring the matter before the Domestic Broadcasting Committee of the BWC.

Mr. Fly wrote NAB President Neville Miller last week that the matter was being studied by Committee IV, and would receive careful Commission consideration.

Need for the new changes in the FCC licensing restrictions was spotlighted at the 17th District NAB meeting Nov. 19-20 at Portland, Ore., when Marshall H. Pengra, manager of KRNR, Roseburg, Ore., said that very few part-time engineers would be able to operate much longer under present FCC emergency rules.

Manpower Problems

He told the 17th District that holders of restricted permits are badly needed in local stations in the face of manpower difficulties. FCC has made them available under Order 91-B, he said, but a restriction requiring that these men pass a theory examination within six months will force many of them to yield limited permits.

The 17th District meeting adopted a resolution urging FCC to suspend theory test for the duration. More recently, the petition has been approved by other NAB District meetings.

NAB officials have pointed out that Order 91-B, permitting holders of third class licenses to operate Class IV (local) stations was adopted May 26. Six months have passed, and the deadline for theory tests is approaching for personnel now serving as limited licensed technicians.

The 17th District petition explained: "These salesmen, program men and other station personnel although already fully familiar with station operation and able to properly perform their duties as operators, nevertheless, due to other demands which are made upon their time in connection with many phases of the war effort, and due to the lack of available personnel at the stations or elsewhere with the time to give instruction in technical details, and due to a certain lack of technical temperament, these operators are not able to absorb the technical details necessary under present requirements to pass the second examination."

The petition expresses "appreciation for the sympathetic and intelligent approach to this and other industry problems shown by the FCC". It refers to Orders 91, 91-A and 91-B which authorized the limited permits.

Although some opposition was reported by BWC in April, when restricted permits were under consideration, indications were that the Domestic Broadcasting Committee would look favorably toward the suggestion.

Labor leaders in Washington said they were aware that it was impractical to expect these part-time men to pass theory examinations in six months, and Lawson Wemberly, International Representative of the International Brotherhood of Electrical Workers, said his organization would not oppose the plan.

Pasting Him

DER FUEHRER'S FACE in caricature is mounted on the studio wall of WROK, Rockford, Ill., to stimulate War Bond sales on the *Housewives Jackpot* program. Names of those buying bonds are written on small squares of paper and pasted on "der fuehrer's face". 101 sales fulfill the slogan "Buy a bond and stamp out der Fuehrer's face".

ALL-GIRL orchestra, featured in NBC's *Hour of Charm*, under sponsorship of General Electric Co., Cleveland, will give a Town Hall concert in New York Dec. 22.

Fantastic as it may seem to some, our double-runner speed demon has as good a chance of setting a new world record as you would have of covering the Roanoke-Southwest Virginia market without WDBJ. Which, to be perfectly frank, is no chance at all! You see, WDBJ is the *only* station whose voice can be heard satisfactorily at all times throughout this entire area. Need we say more?

ROANOKE WDBJ VIRGINIA
CBS Affiliate . . 960 K.C. 5000 Watts Full Time
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC. Exclusive National Representatives

BALTIMORE'S BLUE NETWORK OUTLET

WCBM

John Elmer, President
George H. Roeder, Gen. Manager
National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco

NO DELAYS

NEW "AUTOMATIC"* POSTAL WIRES GET THERE FASTER

• Costly telegraph delays are out! POSTAL "Automatic" is in! Amazing machines—only recently perfected by POSTAL TELEGRAPH engineers — now flash messages to any part of the country at record-breaking speed — and with incredible accuracy. These "Automatic" machines are POSTAL's—*exclusively.* Messages sent "Automatic" cost you not one penny more. So—

Try this NEW SUPER-SPEED SERVICE today!

CALL Postal Telegraph

For your convenience, charges for telegrams telephoned-in appear on your telephone bill

For descriptive folder — address Postal Telegraph, 157 Chambers St., New York or ask local branch manager.

Disc Makers Hit OWI Record Plan

Industry Contests Report On Cost of Operation

COMPLETE disagreement with the report on recording costs issued by the OWI [BROADCASTING, Dec. 14] was voiced by the Assn. of Recording Studios last week after a special meeting in New York.

The figures as outlined by the OWI for the cost of its recording studios were claimed to be "incomplete and incorrect" by members of the ARS, who again delegated Warren Troob, association attorney, to confer with the WLB and other authorities before the OWI receives another appropriation from the Budget Committee in January.

Figures Incomplete

Continuing to protest against the Government's entry into the recording business through the OWI "to the detriment of small independent studios," the Assn. stated that "even if these figures were correct, in no way can they compensate for the amount of money, time wasted, and vital materials consumed in the duplication of effort, when studio equipment and personnel has been standing partially idle for over two years in this time of crisis.

"Why did not the OWI, instead of this enormous waste," the Assn. queries, referring to the newly-installed and equipped OWI recording studios in New York, "do as they did with the shortwave stations—take over the existing studio facilities included among the members of the ARS?"

The association claimed that most of the independent studios have not yet received payment for work done for the Government in August and have had to finance the necessary expenditures themselves; that many independent studios were forced to increase their staffs of union crews to handle the extra recording assignments, without receiving a definite order for work other than verbal commitments.

Lorillard's Plans

P. LORILLARD Co., New York (Old Gold cigarettes), is considering a new half-hour network program to supplement the current weekly CBS *Nelson Eddy Show.* Robert T. Colwell, radio executive of J. Walter Thompson Co., New York, agency servicing the account, was in Hollywood during the past week to supervise recording of three proposed shows which are being submitted to executives of the tobacco company. Under consideration is a comedy series built around Bill Thompson, character comic feature on the weekly NBC *Fibber McGee & Molly Show;* a musical with Gene Krupa's orchestra, and a variety program titled *Johnny Mercer's Music Shop.* Besides Mercer, the song writer, latter show includes Shirley Ross, actress-vocalist, Freddie Slack's orchestra and Ella Mae Morse, singer.

Golenpaul Negotiates With Several Potentional Sponsors for 'Info Please'

ANNOYED AT the "teaser" campaign based on the tag-line "Lucky Strike green has gone to war", which American Tobacco Co., New York, started Nov. 9 on the Lucky Strike *Information Please* program on NBC, Dan Golenpaul, owner-producer, has informed American Tobacco and its agency, Lord & Thomas, New York, that the program will not be available to them for sponsorship after Feb. 5, 1943, when the contract terminates.

Mr. Golenpaul's office said the catch-line had proved detrimental to the program's effectiveness and that these "teaser" announcements were the main reason for his cancellation of the program for Lucky Strike promotion. Since the campaign began there has been considerable annoyance also among printing ink manufacturers, who definitely refute the impression that Lucky's change in package design has been caused by any shortage of green ink due to the war.

Sponsors Dicker

It was understood that no advertiser had definitely signed with Golenpaul for the *Information Please* program when it goes off the air Feb. 5. However, several are reported interested, including Lever Bros. Co., Cambridge, which has been looking around for a network program for Vimms vitamin tablets for some time. BBDO, New York, the Vimms agency, could make no definite statement, although it was admitted that Lever was discussing the series with Golenpaul.

It was rumored also that if Lever took the show it might be moved to CBS in the Wednesday 9:30-10 p.m. period, with a resultant shift by Lever of *The Mayor of Our Town* to NBC in the Thursday 7:30-8 p.m. period, to be vacated Jan. 7 by *Abbott & Costello* for a later period the same evening.

Cost of the *Information Please* program is $8,500 per week, which may prove a stumbling block for some advertisers interested in sponsoring it.

Several theories have been set forth as to a replacement for the quiz program and its panel of experts by American Tobacco Co., the most prevalent being a musical program with old-time tunes featuring Mark Warnow's orchestra with Lynn Murray's chorus. The show would originate in Carnegie Hall, New York, it was reported, and may start Feb. 12, Fridays 8:30-9 p.m. on NBC, spot now occupied by *Information Please.* Lord & Thomas would not confirm or deny this report. Some question arose as to the Warnow-Murray combination in view of the fact that they will be part of the main talent on the new NBC show for Westinghouse Mfg. & Electric Co., starting Jan. 10.

Several other sponsors were said to be considering new network programs last week as follows: P. Lorillard Co., New York, for Old Gold cigarettes, a musical half-hour, through J. Walter Thompson Co., New York; Robert Benchley as star of a comedy program for an undisclosed client of C. L. Miller Co., New York; Coca Cola Co., Atlanta, a daytime show to start about Jan. 4 with Morton Downey as star, through D'Arcy Adv. Co., New York, and American Cigarette & Cigar Co., New York, for Pall Malls, may expand its *Gracie Fields* five-minute show on the BLUE to a quarter-hour five times weekly series, through Ruthrauff & Ryan, New York.

Mrs. White's Play

SUE TAYLOR WHITE, wife of Paul White, director of public affairs of CBS, is author of a fanciful play titled "Christmas at Berchtesgaden" broadcast on NBC Dec. 18. Mrs. White is also the originator and author of *Our Secret Weapon,* presented on CBS by Freedom House and sponsored by Philco Corp., as well as numerous other radio plays and scripts.

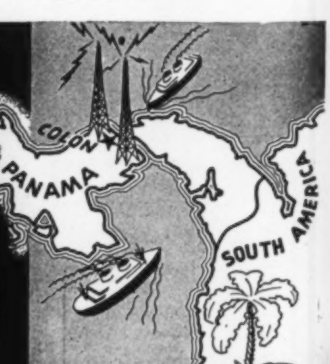
KENNETH FRY, news and special events director of NBC Chicago, is ill with pneumonia.

BOOST YOUR SALES

Advertise over Central America's most modern stations

190,000 AMERICANS OF THE CANAL ZONE BUY AMERICAN

Rep.: Melchor Guzman Co. Inc.
9 Rockefeller Plaza, New York City



Major Networks to Carry Rendition of 'Command Performance' Christmas Eve

THE ARMY's Command Performance, world's premiere shortwave program, will have its first public showing Christmas Eve from 11 p.m. to 12 m. EWT as a "Christmas present" to the nation.

Elmer Davis, director, Office of War Information, will give a brief explanation of the program, how it has served our fighting forces overseas, and officially "present" it to the domestic audience in behalf of the service men.

To be broadcast on all four major networks simultaneously, the program will feature an outstanding array of talent. As is the case with the regular weekly renditions, the hour-long program will be transcribed and dispatched for broadcast to United Nations troops the world over. The American radio audience will "look over the shoulders" of the men in the armed forces, for whom the program was developed.

Top Talent Scheduled

Artists who will perform in the Christmas Eve event include Bob Hope, Bing Crosby, Red Skelton, Edgar Bergen, Dinah Shore, Ginny Simms, Dorothy Lamour, Ethel Waters, Kay Kyser and his orchestra, and Al Newman and his 20th Century Fox orchestra. There will also be special choral groups.

Fred Allen, Jack Benny and Charles Laughton have wired War Dept. officials they, too, will participate.

OWI offered the program to all four networks, which promptly accepted. The suggestion was made editorially in BROADCASTING on Sept. 14 that there be a gala Christmas presentation of *Command Performance* domestically on all networks and stations. There is considerable support for presentation of the program to the domestic audience regularly. It has been on the air 44 weeks, but until now has never been heard domestically.

Has Worldwide Audience

The program, in addition to being shortwaved over all available transmitters, is carried by BBC and beamed to the Middle East and to Australia. Transcriptions are flown by bomber to such points as Cairo, New Delhi, Brazzeville, Chungking, Hawaii and Alaska, for rebroadcast. Copies also are going to stations throughout the Caribbean area under British and American domination.

The program is said to have the greatest worldwide audience of any single performance. Talent made available gratis for each week's program, at commercial rates, would cost in the neighborhood of $50,000. Since the programs were launched 44 weeks ago, it is estimated some two and one-half million dollars in talent values have been donated, including orchestras.

14 Drug Firms Included In Bond Promotion Plan

FOURTEEN companies, many of them important buyers of radio time, will participate in the drug, cosmetic and allied industries plan for promotion of War Bonds, the Treasury announced last week [BROADCASTING, Aug. 31, Dec. 7-14].

Plan involves a gift of five per cent of each firm's radio, newspaper, magazine and other advertising, a contribution estimated at $2,500,000. Firms included in the promotion are: Bristol-Myers Co., Miles Labs., Hoffman-LaRoche, Coty, American Home Products, Frailey Products. Sterling Products, Pepsodent Co., Colgate-Palmolive-Peet Co., Vick Chemical Co., Gillette Safety Razor Co., E. Fougera & Co., Centaur Co., Weco Products Co.

Phonograph Disc Firm Is Planned by Robbins

TO OFFSET the present situation whereby the recording of hit tunes usually falls to established name bands, making it difficult for up-and-coming talent to make a place for itself, Jack Robbins, of Robbins Music Corp., New York, is organizing a phonograph disc firm of his own, recently incorporated under the name of Lion Record Corp.

Defamation Ruling

RULING that a station cannot be held liable for extemporaneous defamatory remarks of a speaker it presents, provided the station exercises "due care in the selection of the lessee of its facilities and in the inspection of the script", Judge Isador Wasservogel in New York Supreme Court last week issued an order dismissing the efforts of the plaintiff, Dr. Emanuel M. Josephson, to strike out defenses offered by WMCA, New York, as its part of a slander suit. The suit was brought by Dr. Josephson in 1941, at which time the plaintiff was representing the Democratic candidate for mayor, O'Dwyer. Claiming his professional reputation had been assailed by F. H. LaGuardia, incumbent mayor, in a campaign speech broadcast on WMCA, Josephson brought suit against LaGuardia, WMCA and several newspapers.

We don't hit PUMPKIN CENTER

But we cover
ATLANTA
At Lowest Cost

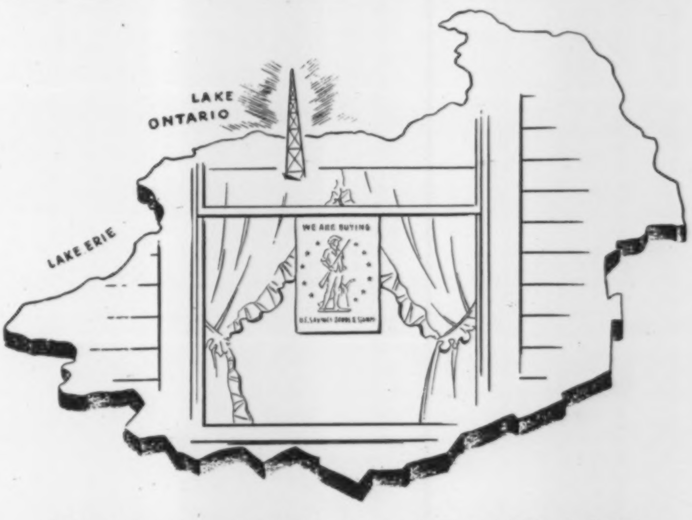
WATL ATLANTA MBS

Represented by SPOT SALES Inc.

"Merry Christmas"

says Suzy our Steno, speaking for all of us at WSAI. "To you and yours we send greetings and best wishes in this season of gladness. May your Christmas be merry and the coming year full of joy."

IT SELLS FASTER IF IT'S
WSAIDENTIFIED
CINCINNATI'S OWN STATION
NBC & BLUE NETWORKS • 5,000 Watts Day and Night • Represented by Spot Sales, Inc.



WHAMLAND IS HOMELAND

There are 778,300 dwellings in WHAMland . . . (64.5% owned by their occupants) . . . homes where "10% every pay day" for War Bonds and Stamps is the rule rather than exception . . . homes that are both a market for today's goods and services as well as for the post-war products those Bonds will buy.

WHAM gives you dependable day and night coverage of this market . . . WHAM's clear-channel, 50,000 watt signal reaches all of 43 Western New York and Northern Pennsylvania counties with the programs and services listeners prefer. WHAM gives complete coverage of the entire market at approximately one-third the cost of localized coverage of the same area.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . 1180 Kilocycles . . . Full Time . . . Affiliated with the National Broadcasting Co., and The Blue Network, Inc.

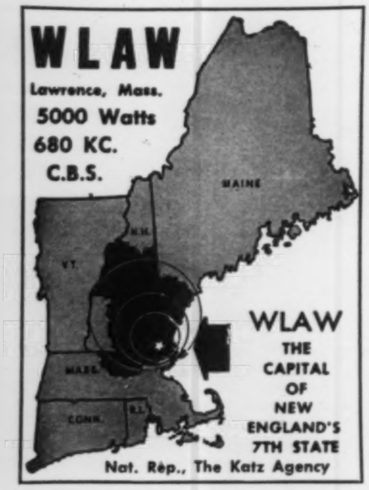
"The Stromberg-Carlson Station"

XUM

5 kw. for WRDW

WRDW, Augusta, began broadcasting Dec. 6 with its new 5,000-watt transmitter. Honoring the occasion were salutes by CBS and World Broadcasting System and talks by Mayor Woodall of Augusta and other notables. Officials of WRDW are: W. R. Ringson, manager; Thurston Bennett, commercial manager; Charles Pointel, program director; Harvey Aderhold, chief engineer.

JOHN W. VANDERCOOK, news commentator of NBC New York, is narrator on the special Columbia Pictures short subject, "Our Second Front".



WLAW
Lawrence, Mass.
5000 Watts
680 KC.
C.B.S.

WLAW
THE CAPITAL OF NEW ENGLAND'S 7TH STATE

Nat. Rep., The Katz Agency

Sellers of Sales

CHARLOTTE'S DISCOVERIES

IF YOU HAPPEN to tune in to WQXR, New York, at 10:30 a.m. on Saturdays and Sundays you will hear the pleasant convincing voice of Charlotte K. Demorest talking over her latest apartment or hotel discoveries with her audience.

You will hear a vivid description of the layout, size and rentals, and the exact address of several buildings—given by a native New Yorker with 16 years of professional experience in recognizing a good apartment when she sees one.

Had Failed Before

At the end of the program you will hear the announcer's invitation to write or phone to the station for further information about any of the apartments or about the specific problem any of her listeners might have. And New Yorkers totaling some 3,000 persons have taken advantage of this offer since the program first went on the air April 2, 1941.

Huber Hoge & Sons, New York, agency handling the series, has been placing radio for its accounts on a national scale for many years, and thought that Brett, Wyckoff, Potter, Hamilton, a real estate account, should be able to use radio to rent apartments. This had been tried previously in New York, but had not proven too successful.

To do this, the agency's staff built up a simple five-minute program which was merely the friendly, yet authoritative, voice of Miss Demorest describing apartments she had seen, and answering on the air letters that people wrote in to her concerning their apartment needs.

But before the program could go on the air there was the question of selecting a station. If, for example, one of the 50,000-watt stations in New York were used, the right audience would be reached, but a good proportion of listeners would be far out of the city and more or less useless to Brett, Wyckoff.

On the other hand, one of the lower-powered local stations would reach many who probably could not afford the apartments the firm was trying to rent. A happy compromise was reached in using WQXR, which had built up a quality audience in New York proper by a policy of classical music and other high-type programs.

Rent Worries

When the program started it was rather light and airy with some attempt at entertainment and amusement, but the letters and phone calls that came flocking in to the station showed less interest in the conversation than in such problems as having so much to spend for rent or certain specific worries, as needing to be near schools or different types of transportation. So eventually, *Apartments on Parade* worked out into a program describing specific apartments and the myriad details a potential tenant insists on knowing.

For the first 13 weeks, Brett, Wyckoff, an exclusive sponsor of *Apartments on Parade*, reported good results. Soon, however, it became obvious that the program had too large a following for one real estate firm to carry, so other management firms or building owners were urged to insert advertising in the program, much in the manner of classified advertising.

In July, Miss Demorest first took leave of absence and later on Oct. 15, 1941 resigned from Brett, Wyckoff, to set up a completely non-biased service for apartment renters at no cost to the listener.

Other leading real estate firms participated on the program until there were 30 firms advertising their apartments six days a week. Each of them has been able to trace subsequent leases directly to the program depending upon the amount of participation. For instance, J. H. Taylor Management Corp. traced five leases from their first four broadcasts. One large building on Central Park West produced inquiries at half the cost of its newspaper advertising and leases at one-third the cost. London Terrace made four leases in the first five weeks of the 1942 participation and has included *Apartments on Parade* in its weekly budget steadily since April, claiming that it produces results equal to New York's second most important medium for real estate advertising. This is because Miss Demorest is regarded by the public as an impartial expert rather than the commercial voice from one firm.

As *Apartments on Parade* draws near the close of its second year,

IN THE RADIO LIMELIGHT
a series of informative articles for radio advertisers and time-buyers, prepared by The Branham Company

RADIO STATION **KWKH** SHREVEPORT, LA.
A SHREVEPORT TIMES Station
50,000 WATTS 1130 Kc. CBS South Central Quality Network
JOHN McCORMACK, *General Manager*

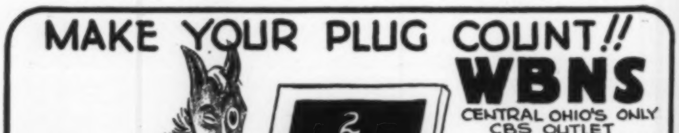
"Ark-La-Tex" . . . magic word to scores of alert advertisers using Shreveport's 50,000 watt KWKH to increase sales and promote inquiries. "Ark-La-Tex" is South Arkansas, North Louisiana and East Texas — world's richest oil and gas producing area — where KWKH coverage is *dominant*.

Here, heaped on top of new wealth from wartime demands for oil, lumber, livestock and farm crops, is $300 Million in war construction — adding new payrolls and population.

This is the area — big as all outdoors — into which KWKH sends its signal, brings top radio-fare to well over 300,000 families. Ask about KWKH . . . *the selling power in the buying market.*

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY
CHICAGO NEW YORK
DETROIT ATLANTA CHARLOTTE DALLAS ST. LOUIS MEMPHIS
KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE



MAKE YOUR PLUG COUNT!!
WBNS
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US.

It is being used more and more by the public as a means of getting free advice about not only where but *how* to live in New York—whether to housekeep or live in a hotel—whether to commute—how much maid service costs—where to buy furniture—how much and whom to tip—all these questions are taken up on the program in a judicial, leisurely way.

The advisory capacity of the program is kept up through personal contact between Miss Demorest, her assistants and her listeners. These listeners write or telephone in and receive long and detailed advice on how to look, where to look, how to move, etc. *Apartments on Parade* is thus carried on the budgets of many real estate firms in this city as an accepted, time tested way of renting apartments. The series has shown another way in which radio can venture into strange fields and produce results if only the program is tailor-made for the product.

Bowling Series

NATION'S FIRST coast to coast bowling program takes the air over MBS every week, 6:15-6:30, beginning Jan. 2, originating through the facilities of WHK, Cleveland. Sammy Levine, writer-commentator on bowling and editor of the *Cleveland Kegler*, will conduct the series titled *Tenpin Topics*, presenting national news on tenpins, duckpins, candlesticks, women's bowling activities and other bowling news.

The American Bowling Congress and other organizations will furnish Levine with weekly high score summaries and names of national leaders. Prominent keglers from among the estimated 17 million fans in the United States will be interviewed in direct pickups on broadcasts of important bowling events.

Godwin on Tour

EARL GODWIN, BLUE commentator sponsored by Ford Motor Co., Detroit, flew to Houston Sunday, Dec. 20, to witness presentation to the Government of $36,000,000 from the citizens of Houston, Texas, for the construction of a cruiser to replace the USS *Houston*, lost last year in the battle of Java. Godwin will also attend the launching of eight naval vessels at Houston. His BLUE broadcasts will originate from KXYZ during his stay. G. W. (Johnny) Johnstone, BLUE director of news and special features, flew to Houston Dec. 19, to arrange the Godwin broadcasts, scheduled for Dec. 20 and 21. Johnstone will go to Memphis to arrange for Godwin to broadcast from that city Dec. 22, returning to New York the next day.

Roberts Delivers Eulogy

EULOGY at the funeral of Orland S. Loomis, late Governor-elect of Wisconsin, was delivered by his close friend, Glenn D. Roberts, principal owner of WEMP, Milwaukee, and State chairman of the Wisconsin Progressive Party. Gov.-elect Loomis, 47, died a few hours before he was scheduled to make an address on the Wisconsin Network. Funeral services were held two days later in the rotunda of the State capitol at Madison, and were broadcast by eight Wisconsin Network stations and fed to six additional stations.

MILTON CROSS, NBC announcer, has been appointed chairman of the newly-created radio council of Boy Rangers of America, with national headquarters in New York.

Radio Used During New York Strike

(*Continued from page 14*)

reported to have taken any specific time.

In expanding its new schedules, WNEW cut indiscriminately into its commercial commitments to bring the New York audience emergency news roundups of 10-minute and quarter-hour duration, in addition to the station's regular policy of five minutes of news every hour on the half hour. Sponsors who relinquished their commercial time on WNEW as a courtesy measure to the station's efforts to service the public were I. J. Fox, Howard Clothes, Barney's Clothes, Michael's Clothes, Tappin's Jewelry stores, Grove Laboratories and Canadian Fur. The station also was swamped with requests for time from the moving picture companies and theatres, but managed to sandwich in numerous extra commercial half-hour, quarter-hour and one-minute spots during the days of the strike.

WHN, by coincidence, effective Dec. 14, the day the strike began, had started 50 more news periods per week, of which 46 were signed by a new sponsor, Purepac Corp., New York (Flemex), with Sid Walton handling the broadcasts. The station added no more news periods for the emergency but carried a large amount of the picture business.

WINS added four quarter-hour newscasts daily, stressing local headlines as well as national news of importance as collected from the newspapers affected by the strike; WMCA, which already has a news tie-up with The New York Times, merely increased the hourly *Times* newscasts from three to five minutes; WOR put on a purely local newscast Dec. 14 at 5 p.m. and at 6 p.m. featured Uncle Don reading the more popular comics, which would have been distributed in the metropolitan papers; and WQXR, through its regular schedule of news supplied by *The New York World-Telegram*, increased the coverage of local news and, as a special feature, presented Mrs. Estelle Sternberger in a condensation of the daily columns in the same paper by Mrs. Roosevelt and Raymond Clapper.

WNYC, New York's municipal station which ordinarily presents one-minute of news every hour, increased that period to five minutes and also added four 10-minute periods of special local news. WOR reported two more advertisers later in the week, when the *New York Herald Tribune* sponsored a full quarter-hour of news Wednesday morning, and the *Saturday Evening Post* contracted for 10 one-minute announcements and two chain-breaks. The latter magazine also took three news periods and some participations on WABC.

Warner Bros. joined the parade of amusement advertisers on WJZ, taking over nine one-minute announcements Thursday and Friday to promote "Casablanca" and "Flying Fortress". Agency for Warners is Blaine-Thompson Co., New York, which placed several thousands of dollars worth of business on the local stations during the strike period.

According to Bert Prager, radio director of Donahue & Coe, that agency placed a total of about $15,000 for Loew's, Radio City Music Hall, Capitol and Center Theatres, RKO and 20th Century-Fox. At Buchanan & Co., Jack Wyatt, radio director, estimated the week's expenditures for Paramount's "Palm Beach Story" at $6,000. He stated, also, that only a small portion of the campaign was cancelled Thursday, after the strike was settled, with the majority of the spots continuing on seven local stations despite the sale of newspapers on the stand. Buchanan placed mostly transcribed announcements for Paramount with some live tie-ins, the recordings having been prepared at World Broadcasting System all day Monday to put the announcements on the air by 6 p.m., the first day of the strike.

Several station and agency executives queried by BROADCASTING voiced the opinion that last week's strike may bring about an increase in business for radio from the motion picture industry, which ordinarily concentrates on newspapers for promotion of its features playing at local theatres.

"That reminds me — my wife always tuned WFDF Flint Michigan for the Cooking School."

WINX 1340 KC

1ST in Washington

IN NUMBER OF LOCAL SPONSORS

More than any other Washington Station.

THE EXACT MEASUREMENT OF A FOREGONE CONCLUSION

Advertisers in this rich farm belt already know the selling impact of WTAD. But we wanted a more exact measurement. So we asked the Robert S. Conlan organization to find out . . . through coincidentals in Quincy; through personal interviews outside the city.

In the city—where 10 stations were mentioned—an average of close to half of all the listeners were tuned to WTAD . . . a 127% larger audience than any competing station!

Outside the city, two out of every three listeners reported WTAD as their favorite station — 50% more mentions than the nearest competitior!

Here's another foregone conclusion. Surveys prove it. Unique merchandising campaigns confirm it. WTAD — serving 563,000 listeners in Quincy and throughout the richest farm land in the world—can make your sales curve jump . . . UP . . . FAST!

A CBS STATION
1000 Watts, Day and Night
930 Kilocycles

WTAD

QUINCY, ILLINOIS

Represented Nationally
by the Katz Agency

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WCHS
CHARLESTON, W. VA.
5,000 ON 580
CBS AFFILIATE

buy MAINE Strength
WGAN
for your MAINE MARKET
560 KC
5000 WATTS
—Portland, Maine—

KSTP
50,000 WATTS
CLEAR CHANNEL
Exclusive NBC Outlet
MINNEAPOLIS • SAINT PAUL
Represented Nationally by Edw. Petry Co.

CBS Protests Special Authorization Permitting WNYC Evening Operation

FLABBERGASTED over the Dec. 1 action of the FCC granting WNYC, municipally-owned station in New York, authority to operate during evening hours under a "special service authorization", CBS last Saturday protested the grant and asked for an explanation.

Acting in behalf of WCCO, Minneapolis, which it owns, the network asked the Commission to reconsider and vacate its order granting Mayor LaGuardia's station virtually fulltime, in lieu of daytime operation on the WCCO 830 kc. clear channel. It requested the matter be set down for hearing and that WCCO be permitted to intervene.

Interference Would Result

CBS pointed out that on Oct. 29, nine days after the Commission had denied the application of WNYC for duplication on the clear channel, the New York station filed application for a special service authorization for operation until 10 p.m. This was granted by the Commission on Dec. 1, with Commissioners Craven and Case dissenting.

Contending there was nothing in the public record which indicated that the facts were any different than those presented at the formal hearing, CBS said it appeared evident the same degree of interference would result from the operation as proposed as would have developed if the original application had been granted. It pointed out, however, that no facts were available, since no explanation was given for the action.

CBS said it was unable to determine whether the factual basis for the grant was based on the same findings adduced following the formal hearing or upon different findings.

Claims Regulations Violated

In citing purported errors in the Commission's action, CBS said the Commission had ordered substantial modification of the license of WCCO contrary to its own regulations; that the operation of WYNC as proposed would result in interference; that the order was entered without notice and hearing and results in a clear channel breakdown; and that the action reached a result opposite to that which was reached following formal hearing on essentially the same request of WNYC.

The Commission was asked to hold in abeyance any order permitting WNYC to operate pending consideration of its protest and petition and to vacate the WNYC grant and set the whole matter down for hearing.

Should the FCC deny the protest the way would be open for appeal by CBS to the United States Court of Appeals for the District of Columbia. In the past the Commission has maintained in litigation that "special experimental" authorizations, which superseded the "special service" authorizations, were not actually licenses but only temporary sanctions and therefore were not appealable.

Tribute to Knode

A SINCERE tribute to Lt. Tom Knode, former *Esso Reporter* on WRC, Washington, and news editor of NBC Washington, was broadcast last Monday by Earl Godwin on his regular Ford Motor Co. program on the BLUE (see story on page 43). Lt. Knode, now in the Army, has been reported wounded in a base hospital in New Guinea and Godwin, a friend of his, urged those who knew him to write him a cheery letter. His address is Lt. Thomas Knode, 0349328, Company E, 122d Infantry, APO 32, c/o Postmaster, San Francisco.

Hope Leads Hooper

BOB HOPE, Charlie McCarthy, *Fibber McGee & Molly*, and *The Aldrich Family*, in that order, hold the first four positions in the Dec. 15 Hooper "National" Evening Ratings report. Others in order on the list of "First 15" are Jack Benny, *Radio Theatre*, Frank Morgan-Fanny Brice, *Screen Guild Players*, *Jergens Journal*, Bing Crosby, Eddie Cantor, *Mr. District Attorney*, Kay Kyser, Rudy Vallee and *Bandwagon*. The Hooper report also stated that Red Skelton leads the programs broadcast after 10:30 p.m. (EWT), and therefore, not measured in the Eastern time zone.

Son Dies in Action

PVT. NOEL MORRIS of the Royal Regiment of Toronto, reported "killed in action" at Dieppe Aug. 19, was the eldest son of Philip Morris, manager of CFPL, London, Ont.

STANLEY J. QUINN, Australian radio representative of J. Walter Thompson Co., New York, since December, 1940, has replaced Frank Cuhel as Mutual correspondent and newscaster in Australia and is heard thrice-weekly on the MBS overseas news report. Cuhel is to be transferred to another war zone post as yet undisclosed.

Loss of Revenue Gets FCC Study

Fly Expresses Concern Over Plight of Small Stations

ALTHOUGH no positive action was taken last week to relieve the smaller stations who are operating at a loss, it was learned that the FCC is currently studying the 177 stations which lost money last year as well as an additional 100 which just managed to squeeze through the 1941 year.

Until this report has been completed, it is unlikely that Gardner Cowles Jr., OWI associate director, will take any steps. When questioned last week he said that the FCC's report would likely be completed in January.

Situation Acute

Deep concern was still the keynote of FCC Chairman Fly's remarks in discussing the plight of the small stations at his press conference last Monday. In fact, he said, the situation was acute in smaller towns and cities served by a single station since there is "perhaps not a more essential station in the whole structure".

Commenting on tax measures, Mr. Fly said he felt that they may be helpful but added they would not represent a major factor of alleviation. When asked about "uneconomic licensing", the chairman replied that stations are licensed primarily on the basis of serving the public interest. Of course, he said, the capital structure behind any proposed station is considered and pointed out that it must be ample. In justifying the existence of most stations, he observed that very few left the air during the depression and felt this was sufficient evidence to minimize the claim of "uneconomic licensing".

He said that conferences with interested OWI officials were being conducted and everything possible would be done to solve the problem. Chairman Fly said that war needs and Government information are dependent upon small stations as part of the mass communications program. He was emphatic about this, saying that news and information must reach listeners "in the forks and creeks".

KMBC of Kansas City
5000 watts • CBS • Arthur B. Church, President
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

WDRC
CONNECTICUT'S PIONEER BROADCASTER
Christmas Greetings from WDRC Inc.
Operating WDRC and W65H
Connecticut's Pioneer AM and FM Broadcasters

Contracts of AFRA Near Completion

Pacts With 10% Increase to Be Submitted to Networks

AMERICAN Federation of Radio Artists will probably have the majority of its sustaining contracts revised in line with the tentative agreement reached Dec. 3 with the major networks and key stations [BROADCASTING, Dec. 7] and ready for submission to the broadcasters sometime this week, the union reported Friday.

Earlier in the week difficulties in revising some of the 42 individual contracts involved had appeared insurmountable.

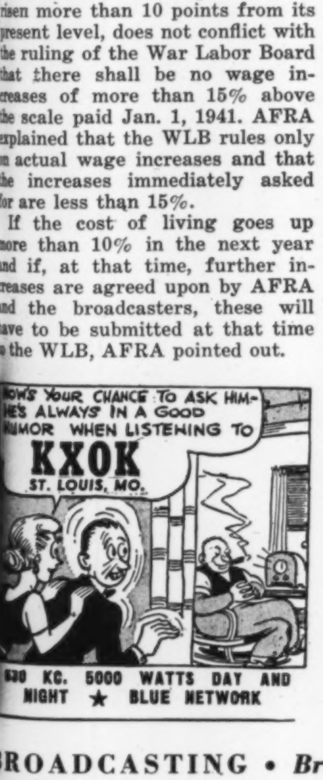
Despite the fact that an agreement had been reached on the major point of minimum wage scales, which are to be advanced 10% over the minimums called for in the original agreements signed in 1940. While there are still some points to be settled, AFRA executives on Friday were optimistic about the outcome.

Blue Agreement

Chief development of the week was the BLUE agreement to go along with the other networks on the 10% increase in minimums. The BLUE had originally felt this too steep a boost for a network that was still in its first year of independent operation, especially as the original scales, inherited from NBC, were felt to be higher than the BLUE would have accepted on its own. Further discussions, however, resulted in the BLUE going along with the general agreement.

Question was raised whether the escalator clause in the new contracts, providing for their reopening a year from now if the Government cost of living index has risen more than 10 points from its present level, does not conflict with the ruling of the War Labor Board that there shall be no wage increases of more than 15% above the scale paid Jan. 1, 1941. AFRA explained that the WLB rules only on actual wage increases and that the increases immediately asked for are less than 15%.

If the cost of living goes up more than 10% in the next year and if, at that time, further increases are agreed upon by AFRA and the broadcasters, these will have to be submitted at that time to the WLB, AFRA pointed out.


NOW'S YOUR CHANCE TO ASK HIM—HE'S ALWAYS IN A GOOD HUMOR WHEN LISTENING TO KXOK ST. LOUIS, MO.

630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

NAB Convention Plans for Next Year To Be Discussed at Meeting of Board

WHETHER THE NAB will hold its convention in 1943 at all, in the light of war transportation conditions, will be considered by the NAB board of directors at its next meeting in latter January or early February. The convention tentatively is set for New Orleans in April or May, though consideration has been given to a shift to Chicago, more centrally located and where adequate facilities apparently would be available.

Suggestion last week by Joseph B. Eastman, Director of Defense Transportation, that conventions which will not contribute in an important way to the winning of the war should be banned brought from NAB President Neville Miller the observation that the whole matter would be presented to the board. The last NAB convention, in Cleveland, selected New Orleans as the 1943 site.

Mr. Eastman said a number of requests had been received for the Government's attitude on holding of conventions involving inter-city travel. He asserted individual associations must make their own decisions, but indicated that no such gatherings would be justified in view of the war burdens on the transportation system, unless they would help to shorten the war.

May 'Remote' Meet

Expanding war production, larger troop movements, as well as a rising volume of travel on war business would subject the already heavily burdened transportation lines to heavier strains in 1943, he pointed out. He added that every convention or meeting canceled, even if it would have involved travel by only a comparatively small number of persons, will mean a "decidedly worthwhile saving of transportation facilities and will itself constitute a contribution to the war effort".

The NAB convention usually draws an overall attendance of some 1200, of whom 1,000 are registered from out of town. Many trade groups this year have conducted their conventions by mail, interchanging information, circulating speeches that would have been made and handling other ordinary convention matters, by remote control, including elections.

Mr. Eastman suggested that trade groups, in considering the holding of conventions, ask themselves if the proposed convention "will contribute in an important way to the winning of the war" and whether the gathering will "help to shorten the war". If the answer is no, he added, "I strongly urge that the convention plans be abandoned.

"I realize that I am proposing a difficult test, one which few organizations can pass, but the war demands on our transportation facilities call for this test."

DISC FEES STAND SAYS HARRY FOX

RECORDING royalty fees for transcription libraries will probably remain at the current rate of $10 per year per composition per master throughout 1943, Harry Fox, agent and trustee for a large number of music publishers, including most ASCAP publisher members, stated last Friday. He had previously announced, on behalf of his principals, that the fees were reverting to their former rate of $15 [BROADCASTING, Nov. 23].

Reduction in 1942, Mr. Fox explained, had been based on the fact that with the war between ASCAP and the broadcasters just concluded there were many stations which a year ago were not licensed to broadcast ASCAP music. The producers of transcription libraries had asked for a reduction in their payments for recording licenses for that reason, he said, and his publishers agreed to cut the fee by $5 for 1942. Stressing the point that this reduction was clearly announced as a temporary arrangement, with the understanding that the former scale would be resumed when ASCAP music was again in general use by broadcasters. Mr. Fox said that his publishers had felt that this condition had been met and had accordingly announced the reversion to the $15 fee for 1943.

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

In 1943
Remember
"The Voice of Mississippi"
WJDX-Jackson
FOR MAXIMUM RESULTS
IN THE GROWING,
Able-to-buy
Mississippi Market
*
—employment UP
—buying power UP
—farm income WAY UP
—livestock sales UP
*
WJDX Dominates Mississippi's
EXPANDED civilian and military
Markets—WJDX can get
RESULTS FOR YOU

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

BUSINESS BETTER than USUAL

We've got a right to boast. Our Tobacco markets opened with the highest prices ever. Livestock market prices are way up. Defense projects have brought new wealth, new people to our door. We're not exclusive... Reach us any day over the Daniel Boone Net!

A SURE-FIRE BET IS THE DANIEL BOONE NET!

DANIEL BOONE NET
with permanent lines between
WOPI-WISE-WKPT
96 Red Network commercials wkly.
• • • • • • • • •
BURN-SMITH COMPANY Nat'l Rep.
Harry Cummings – South East Rep
WESTERN N. CAROLINA - SOUTHWEST VIRGINIA - EAST TENNESSEE

America honors its to
...and Two are memb

Stanley Crawford, Woodlynne, N. J., honored by the President for suggesting a new type of caliper used at RCA Victor. This caliper salvages 13 out of 16 castings previously rejected, thus saving valuable semi-finished material and many skilled man-hours. It has been adopted by war plants throughout the country.

Edwin C. Tracy, Rockville Center, N. Y., received a WPB award from the President for suggesting an oscillator to test radio equipment designed for fighting planes. Testing time was thus cut down from 8 hours to 3 minutes. Mr. Tracy's oscillators are now installed, or on their way to every American flying field.

10 Production Heroes
s of the RCA Family

The President of the United States has personally honored ten American workers for contributing outstanding suggestions to further the war effort.

Two of these ten heroes of the home front —chosen from the nation's millions of war workers—are skilled craftsmen at RCA. As a war plant, we are proud to have two winners.

In addition, the War Production Board has selected a total of 142 workers from the entire country as meriting special honor for their suggestions to increase and improve America's war output.

21 of that grand total were men and women who were doing their share at RCA!

To radio dealers, servicemen, amateurs, and radio engineers everywhere, this comes as no surprise. They have seen in a hundred ways over dozens of years, what RCA initiative, imagination, and skill can mean to radio. They have learned that from top to bottom—from engineering to production, from designing to packaging, from construction to pioneering—RCA leads the way in all branches of radio and electronics. When peace returns, they can be certain that RCA will once again prove its leadership—in the development of new and better radio tubes, radio-phonographs, broadcast equipment, and electronic devices, in the perfecting of new production techniques, in the creation of new radio products to serve America's industries and America's homes.

FOR VICTORY
BUY
UNITED STATES
WAR
BONDS
AND
STAMPS

Other RCA Workers Honored by the War Production Board

C. F. Bartlam
L. J. Cronin
Joseph F. Eckert, Jr.
Charles I. Elliott
A. S. Fish
Thomas Flynn
Frank E. Giessen
Charles W. Hear
Edward S. Hoffman
Miss Victoria Kocher
Mrs. Bonny Lee Smith Lewis
James G. McKelvie
Leon Morrell
Andrew Rau
Fred F. Rimmler
Albert P. Ruggieri
Thomas H. Shelling
Arthur Waggoner
Benjamin Willett

RCA LEADS THE WAY

IN RADIO • IN TELEVISION • IN ELECTRONICS

Radio Corporation of America

Darlington Is Named OWI Campaigns Chief

BROOKS DARLINGTON, who formerly handled the *Cavalcade of America* program for duPont, last week was appointed campaign manager of the Bureau of Campaigns, Office of War Information, and was detailed by Ken R. Dyke, chief of the bureau, to handle and coordinate all promotion pertaining to transportation problems. He has taken leave from the duPont company, where he was sales promotion manager of the Nylon Division handling special investigations and reports in connection with Army procurement.

Mr. Darlington will act as liaison between the OWI Bureau of Campaigns and the War Production Board, Office of Defense Transportation, Office of Price Administration and industry groups working on such campaigns as rubber conservation, gas rationing, car pooling, truck conservation, reduction in rail and bus travel and other government campaigns of a war nature.

WHO Corn Festival

THE SIXTH annual Radio Corn Festival of WHO, Des Moines, drew 149 exhibitors showing over 1,100 ears of corn. The Pioneer, DeKalb, Funk and Vinton Hybrid seed corn companies cooperated with WHO. J. W. Strike of Marshalltown, veteran corn showman and twice previously a runner-up, won the grand championship award.

IT'S A WBIG JOB

The MAGIC CIRCLE

And this job takes priority over All —with WBIG!

A Columbia Broadcasting System Affiliate.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Revision Deferred On Manpower List

More Changes in Definitions Of Occupations Proposed

REVISION of the Occupational Bulletin No. 27 which covers the communications industries, including broadcasting, has been postponed as a result of minor changes decided upon last Thursday afternoon at a special meeting between BWC representatives and War Manpower Commission officials.

This week WMC officials are scheduled to consider the essential occupations and the breakdown list of definitions. As soon as these lists have been approved they will be prepared for release to local USES offices for use in guiding local draft boards in the careful classification of broadcasting employes.

News and the War

Stations can't exist for the isolated purpose of news and information without subsidization, FCC Chairman Fly commented at his press conference last Monday. Then he pointed out that this was not the American way of broadcasting.

Audiences must be built up, he asserted, and said this can't be done without the aid of entertainment. To dramatize this point he said that audiences can't be turned on and off merely by the twist of a dial. This comment came from a published report which said that War Manpower Commission officials were primarily concerned with the broadcast of news and information relevant to the war effort.

Explaining the FCC's position, Mr. Fly said that all positions essential to the requirements of "continuity, stability and security" will be recognized.

Peg Maloney to Remtico

MARGARET (PEG) MALONEY has resigned as publicity director of WKRC, Cincinnati, to join Remington Rand Inc. in charge of Louisville office of Remtico Supplies Div. Before joining WKRC in 1938 Miss Maloney was managing editor of *Radio Dial*, Cincinnati. James M. Patt, sales promotion director of WKRC, takes over publicity duties. Francis Swing has been named continuity supervisor.

"... scripts equalling in quality and often surpassing network shows." **KFNF**

● A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP-licensed station. These programs are written in complete understanding of the problems of both Program and Commercial Manager. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

The Show Goes On

FOR TEN hours last Wednesday WGAR, Cleveland, relayed programs from its Statler Hotel studios to the transmitter by shortwave when the telephone cable carrying WGAR's transmitter-studio line was accidentally severed by a construction crew. Lloyd Wingard, assistant chief engineer, after obtaining FCC approval, fed all programs through the station's shortwave transmitter WEMU.

Barbasol Co. to Sponsor Singin' Sam on Mutual

BARBASOL Co., New York (shaving cream), will again sponsor Singin' Sam, who some years ago became known to radio listeners as "The Barbasol Man", before going to Coca Cola Co., Atlanta, as a recorded feature on stations throughout the country. With the AFM ban on transcriptions eliminating the possibility of producing new discs of the musical feature, which included orchestral accompaniment, Coca Cola dropped the series at the termination of the last contract.

Barbasol will start the program on Mutual Jan. 4, as a live feature Tuesday and Thursday, 8-8:15 p.m. on a 52-week basis. The station lineup has not been determined. The company also sponsors a Sunday quarter-hour newscast by Gabriel Heatter on 45 MBS stations and on Dec. 4 started John B. Kennedy, news commentator, on CBS in a 10-minute thrice-weekly period. Agency for Barbasol is Erwin, Wasey & Co., New York.

McAllister to Camp

G. STANLEY McALLISTER, director of construction and building operations of CBS, will attend the Command and General Staff School, Fort Leavenworth, Kan., at the invitation of the War Department. Planned for civilians selected by the War Dept. from civic, business and professional leaders, the curriculum covers Army organization, staff procedures and logistics. It is designed to acquaint representative citizens with the Army and its problems, in order that they may better conduct their part in the war program.

Mr. McAllister

Successful Series Of NAB Sessions

Miller Sees Benefits From Exchange of Viewpoints

HAILING the 1942 series of NAB district meetings, which covered an eight-week period, as "the most successful ever held", NAB President Neville Miller reported to his membership last week that all attendance records were broken.

Total attendance at the meetings was 1,485, comprising owners and employes of stations, representatives of Government departments and agencies, and others interested in radio. There were 456 stations represented, of which 340 were NAB members and 116 were non-members. Those making the entire trip, including President Miller and spokesmen for several Government agencies, traveled a total of 10,307 miles, it was stated.

Exchange of Views

The primary purpose of the meetings, Mr. Miller announced, was to discuss war problems and they afforded an excellent opportunity for broadcasters to meet with representatives of all the Governmental agencies involved. He said broadcasters gained a clearer understanding of how they could assist constructively in the war effort. Conversely, he added, these Government representatives obtained from broadcasters some appreciation of their problems.

"On every side we heard expressions of appreciation for the wonderful cooperation given by broadcasters to every Government department, campaign, and war activity," Mr. Miller added. "Broadcasters have made a splendid contribution to the war effort and have reason to be proud of the record they have made."

Mr. Miller, upon his return to Washington Dec. 11, conferred with FCC Chairman James Lawrence Fly and reported on the series of meetings, which began Oct. 18 in Philadelphia and wound up Dec. 10 in Boston.

Correction

THE last sentence in the second paragraph of the Cooperative League story on page 20 of this issue should read, "If these terms are complied with it appears that CBS and NBC will accept the program."

KFXM
MUTUAL
★
SAN BERNARDINO CALIF.

Kaiser's Here, Too!

Henry Kaiser Does get around! The shadow cast by our antennae crosses the shadow of the Kaiser smoke stacks, making an X right in the center of the populace in this vast Orange empire.

See the Blair Representative

oca Cola's 12-Hour Christmas Event eads Net List of Special Programs

OST EXPANSIVE purchase of etwork time by any one sponsor r a one-day program series will e the Coca Cola *Victory Parade's hristmas Party of Spotlight eads* on the BLUE, which leads n array of network holiday prorams.

Starting at 12 noon (EWT) Dec. 5 the program will continue on 2 stations until midnight in a ries of quarter-hour broadcasts. ntire 12-hour block, with the exeption of regularly scheduled ewscasts and the Pall Mall Gracie ields spot has been purchased. rty top bands playing before men n the armed forces at bases roughout continental U. S. will mprise the largest program of its nd ever attempted. Services of 2 network engineers, production en, announcers and directors will e required in addition to local stan crews.

Working through War and Navy epts. Coca Cola Co., Atlanta, has red the bands to entertain ldiers, sailors, marines and coast ardsmen in addition to the broadst spots. Commercial copy will be stitutional and at a minimum. gency is D'Arcy Adv., New York.

President to Speak

As its Christmas contribution lgin Watch Co., Elgin, Ill., will nsor a two-hour show on CBS ilar to the one it presented anksgiving Day, featuring top llywood stars in music and riety from 4 to 6 p.m. Christmas y. J. Walter Thompson Co., Chigo, handles the account. A third ecial advertiser this Christmas y will be Standard Oil Co. of l., San Francisco, with a 12:15-p.m. program on NBC to greet rmer employes of the company w in the armed services. BBDO, n Francisco, handles the account.

The hour program *Command rformance*, which has been shortaved for the past 44 weeks to the n abroad through the War Dept., ll be heard in this country for e first time Christmas Eve on l four major networks from 11 m. to midnight (EWT). As in rmer years CBS, Mutual, the LUE and NBC will broadcast e Christmas ceremonies from ashington when President Rooselt speaks at the annual White ouse Christmas tree ceremony ec. 24.

Special sustaining programs and gular commercial broadcasts on e networks all this week will ing the radio audience tradinal Christmas music and holiday atures. The BBC's annual worldide Christmas program will be ard on Mutual Christmas morng with pickups from Malta, orth Africa, Russia, China, Egypt d various parts of the British mpire. Later in the morning ritish, Canadian and American ildren will send messages to their rents across the seas on Mutual, e BBC and CBC. Mutual's 6-6:01 p.m. *Minute of Prayer* will be delivered Christmas Day by the Rt. Rev. Henry St. George Tucker, presiding bishop of the Episcopal Church in the U.S.A.

NBC's plans this week include a special children's concert Dec. 23 with Leopold Stokowski and the NBC Symphony Orchestra, Christmas parties for refugee and American children through the *Hour of Charm* program, the *Carnation Contented* show, an exclusive broadcast from Alaska for soldiers stationed there, the traditional Yuletide portrayal of "Scrooge" by Lionel Barrymore on the *Rudy Vallee Sealtest* program and on Christmas day, greetings from men in the armed forces throughout the world to the folk back home. Alfred Lunt and Lynne Fontanne will make their first co-starring sponsored radio appearance on NBC Dec. 21 when they star on the *Cavalcade of America* broadcast in "A Child is Born".

Children's Parties Featured

Children's parties were heard Dec. 20 on the BLUE as part of the regular *Quiz Kids* broadcast, with the 125 children who have been guests on the show since its inception two and a half years ago; *Britain to America* also entertained children, many of whom escaped from Axis-controlled countries to England.

From the War Dept. Pentagon building in Arlington, Va., BLUE network will broadcast carols sung by a 100-voice Negro choir at 4:30 p.m. Dec. 24. Participating in the program, first to be aired from the new Pentagon building, will be Secretary of War Stimson, Chief of Staff Gen. Marshall, Chief of Chaplains William R. Arnold and the commanding generals of the Army's three major divisions, Lt. Gen. H. H. Arnold, Army Air Forces; Lt. Gen. B. B. Somervell, Services of Supply, and Lt. Gen. Leslie J. McNair, Army Ground Forces. The Army Air Corps Band will play.

The *Vox Pop* show Dec. 21 on CBS was to originate at the Hotel New Yorker where Parks Johnson and Warren Hull were to be hosts to 200 children of enlisted men and later that evening CBS, for the seventh consecutive season, was to present excerpts from Handel's "The Messiah" by the chorus of the Stone Church in Independence, Mo. For the fourth time CBS will broadcast Norman Corwin's *The Plot to Overthrow Christmas* on Dec. 24 and *Amos 'n' Andy*, by request, will repeat their "Story of the Lord's Prayer". Christmas Day specials on CBS include a version of Dickens "Christmas Carol" on the daytime serial *Bachelor's Children;* pickups from all over the world to bring the radio audience news of soldiers on our many battlefronts and a special description of London this Christmas to be broadcast from a bomber over the city by Edward R. Murrow, chief of CBS European staff. On Dec. 26 Nila Mack will present her original Christmas drama *The House of the World* for the 11th consecutive year.

WSAM Joins NBC

WSAM, Saginaw, Mich., which began fulltime operations with 250 watts on 1400 kc. early this month, on Jan. 1 will become a supplementary outlet of the NBC basic network, giving more intense coverage of the Saginaw-Bay City area, NBC announced last week. Station is represented nationally by Headley-Reed Co.

COCA COLA PLANS OVERSEAS TROUPE

REPORTED PLANS of the Coca Cola Co., Atlanta, to send an orchestra overseas to entertain American troops have not been approved by the War Dept., it was learned. A War Dept. spokesman in Washington indicated the Coca Cola Co., had submitted such a proposal through D'Arcy Adv. Co. last Thursday but that no action had been taken. D'Arcy representatives in New York declined comment.

It was learned, however, that prior to submitting the formal proposal Coca Cola, which sponsors *Parade of Spotlight Bands* [BLUE, 9:30-9:55 p.m.] informally discussed with the War Dept. a plan to send a six or eight-piece band overseas, the unit to be headed by a well-known musician.

In view of Coca Cola's contribution to soldier morale through its present schedule of *Spotlight Bands* and since the firm has purchased a 12-hour period on the BLUE to air the bands from Army and Navy camps and stations Christmas day indications were that the War Dept. would look favorably on the proposal.

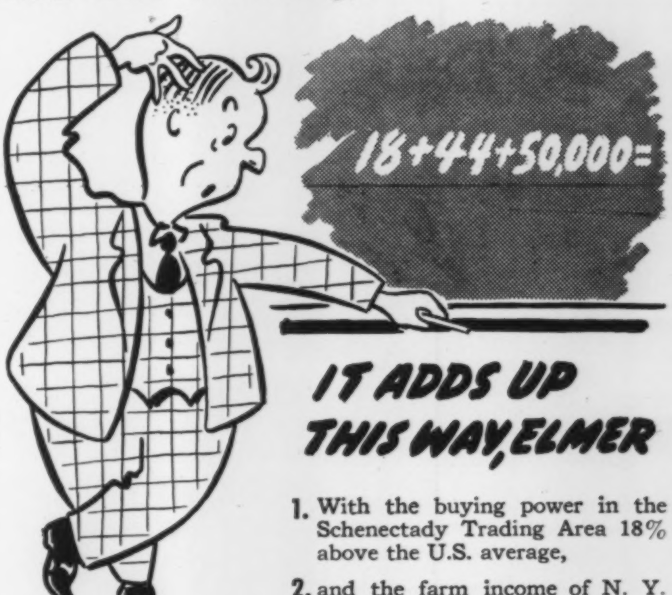
Entertainment of troops abroad has been a primary problem with Special Services Division, charged with keeping up soldier morale. A group of prominent movie, stage and radio stars already has gone overseas and plans contemplate further entertainment along that line.

U.P.

THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

United Press

Elmer Diddler's Doings:



1. With the buying power in the Schenectady Trading Area 18% above the U.S. average,
2. and the farm income of N. Y. state up 44% in two years,
3. and with WGY having the airea's highest power (50,000 watts), the lowest frequency (810 kilocycles), and the most popular network (NBC),
4. the sum is this: WGY can do the best job of selling your product in one of the nation's boomingest markets.

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

WGY-81

WHAT'S WHAT IN Boston

14.
WCOP has a few choice availabilities NOW for immediate taking . . . but better hurry!

REPRESENTED BY HEADLEY-REED CO.

WCOP
BELONGS ON YOUR SCHEDULE

Studio Notes

PERSONNEL of WOWO-WGL, Fort Wayne, journeyed to Columbia City, Ind., recently to present a special "demonstration program" showing the various points of radio broadcasting before a meeting of the Columbia City Lions Club. Those presenting the panel were J. B. Conley, manager; Eldon Campbell, program director; Alva Smith, chief engineer; Jack O'Mara, promotion manager.

INDUSTRIAL LEAGUE basketball games in New Haven, Conn., will be broadcast over WELI, that city, every Thursday night, starting Jan. 7, for the primary benefit of war workers in New Haven plants. Sportscaster Phil Buxbaum Jr., will broadcast the games from the YMCA courts.

AS PART of the educational program of KLZ, Denver's CBS outlet, the fifth year of *Music in the Denver Schools* program has been started at noon on Saturdays, under Music Director John C. Kendel of Denver Public Schools. All programs originate in auditorium of West High School, and present a musical group from a different school each week.

SLANTED to men in service, a new early morning program, *Club Reveille*, has been started on KOY, Phoenix. Subtitled *Modern Airs With Marlene Ayres*, program consists of request recordings interspersed with chatter. Miss Ayres conducts the program.

ENGINEERING staff of WLIB, Brooklyn, is assembling a battery-equipped emergency control room at the station's headquarters, from parts and equipment discovered during an intensive search of the plant.

SECOND annual poll of high school and college students in New York metropolitan area, to determine their favorite orchestra leaders is being conducted by Alan Courtney of WOV, New York, m.c. of the *1280 Club*. Student assembly bodies and school newspapers will tally votes. Last year 75 schools participated.

ENLISTING aid of every star, commentator and announcer on the stations' staff to deliver War Bond commercials, KFI-KECA, Los Angeles, staged a weekend selling campaign to mark anniversary of Pearl Harbor attack. Total sales passed $250,000 on Bonds which were dated Dec. 7 and mailed out in special commemorative envelopes. Volunteers from Navy Mothers' clubs, Red Cross and similar organizations were utilized to handle the rush purchase of bonds.

ANNUAL CHRISTMAS Jamboree of WLAC, Nashville, was held Dec. 21 at Rawlings Dinner Club, with all employes except those necessary for station operation invited by F. C. Sowell, station manager, to "Come early . . . stay late . . . the party is on the boss".

AN EXTEMPORANEOUS War Bond sale started by Bill Shepherd, of WBLJ, Dalton, Ga., during a 45-minute transcribed program last Saturday resulted in Bill spending his "day off" delivering the Bonds in person—this being his selling point for a total of $875.

PARTICIPATION popularity in the New York area on *Spanish Voice of the Air*, over WWRL, Woodside, N. Y., has caused a 30-minute addition to the daily feature which is now heard 5:30-7 p.m., Monday through Saturday, and Sundays 6:05-6:30 p.m.

WPEN, PHILADELPHIA, has been designated as the cooperating station and Lew London, station program director, as head of the radio division, of the newly-organized Philadelphia Civilian Defense Committee headed by Mayor Bernard Samuel. The committee will work in conjunction with air raid wardens in the promotion of War Bond and Stamp sales. Similar committees will be set up in neighboring communities where there is an active air raid warden organization and an interested cooperating radio station.

WCHS, CHARLESTON, W. Va., key station of the West Va. network, together with WSAZ, Huntington; WPAR, Parkersburg; WBLK, Clarksburg, have received the Navy's Official Recruiting Certificate in recognition of the time and effort devoted to this service. Lt. Comdr. Saunders, in charge of the West Va. District, made the award to Howard L. Chernoff, managing director of the network, in a special ceremony last week, at WCHS.

WHEN THE historic battleship *Oregon* was recently officially turned in for scrap, KOIN, Portland, Ore., originated a broadcast of the ceremonies over CBS and Mutual direct from the ship's deck. KOIN had previously paid tribute to the battleship on the *People's Payroll Party* program.

PURSUING A POLICY of expanding its facilities and services, WORD, Spartanburg, S. C., has acquired the wire service of Press Assn., and installed the NBC Thesaurus Library. WORD is the BLUE outlet for the city and area, which includes Camp Croft, infantry replacement center.

KSO and KRNT, Des Moines, cooperated with the Des Moines Junior League in a recent victory auction at the annual charity ball, when a pair of gold kid sandals worn by Dorothy Lamour was auctioned for $4,300, a jeweled lipstick case donated by Helen Menken brought $2,100; Meredith Willson's baton brought $500; Betty Grable's handkerchief, $700; a shirt worn by Charles Boyer, $500, totalling $8,100 worth of War Bonds.

Kate Smith Show Cut to Half-Hour

Distribution Problem, Ratio Threat Causes Change

IMPENDING rationing of food products in addition to the difficulty of distributing Jell-O and Jell-O puddings are the reasons for the decision of General Foods Corp., New York, to cut down the 55-minute Kate Smith program on CBS to a half-hour, effective with the Jan. 8 broadcast. The same total of 117 stations will carry the show from 8-8:30 p.m., and Kate will follow her usual format as nearly as possible.

The following 25-minute period will be retained by General Foods which will take over sponsorship of the *Adventures of the Thin Man*, program currently on NBC for Andrew Jergens Co., Cincinnati, but scheduled for replacement Dec. 30 by *Mr. and Mrs. North* [BROADCASTING, Dec. 14]. Products promoted on the 8:30-8:55 p.m. spot on CBS will probably be Sanka and Post Toasties, according to Young & Rubicam, New York, agency for the account.

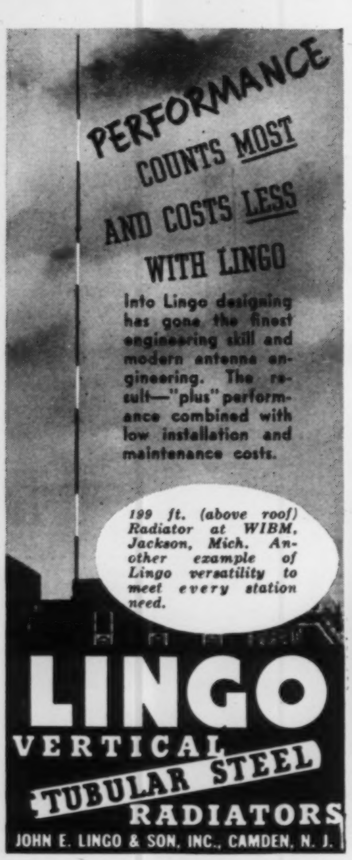
Four New Products

Standard Brands, New York, following a board of directors meeting last week, has announced the introduction of four new products on the market, the purchase of Standard Margarine Co. of Indianapolis and various promotions for its executive personnel, it was revealed by James S. Adams, president of Standard Brands.

The four products are: Fleischmann S B Vitamins Yeast Tablets, which will be distributed through the grocery trade; Stams, a new multi-vitamin and mineral tablet; Stan-"B", a vitamin B complex tablet, and Sted, a cereal beverage, which can be added to coffee to make it go further. Full details on the media to be used to introduce the products have not yet been worked out, but the company reported that test announcements will be made on Standard Brands network programs, and some spot announcements will be tested in selected markets outside of New York.

Ownership of Standard Margarine by Standard Brands will take effect prior to Jan. 1, subject to legal and accounting clearance. The company and its subsidiaries make margarine products and salad dressings.

The board of directors also approved the following personnel changes: Dr. Theodore Sedlmayr, vice-president in charge of research of the company, was elected vice-president in charge of manufacture, purchasing and traffic, and a director, succeeding the late John W. Luce; Chester A. Barth, former regional manager of the Pacific Coast area, was elected vice-president and general sales manager, and Philip S. Lord, former Philadelphia regional manager, was made field sales manager.


PERFORMANCE COUNTS MOST AND COSTS LESS WITH LINGO

Into Lingo designing has gone the finest engineering skill and modern antenna engineering. The result—"plus" performance combined with low installation and maintenance costs.

199 ft. (above roof) Radiator at WIBM, Jackson, Mich. Another example of Lingo versatility to meet every station need.

LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

Want more sales in Central New York?

THE [illegible] AUDIENCE OF
WFBL
SYRACUSE, NEW YORK
FREE & PETERS, NATIONAL REPRESENTATIVES

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

Yankee Sale

(*Continued from page 11*)

plication, showed total current assets of approximately $15,000,000.

That part of the application filed for General Tire stated that the company was interested in engaging in the business of broadcasting and has the facilities and ability to conduct the operations in a manner that will serve public interest, convenience and necessity.

"It is expected," said the application, "that the goodwill accruing to the transferee in the rendition of a high quality broadcast service to New England, will not only have its own reward in advertising revenue, but will materially contribute to the goodwill accruing to other business operations of the transferee in this territory."

Yankee has been on the block since last summer. The elder Shepard and his two sons, John 3d and Robert F., have represented the ownership of the Yankee organization.

The Shepard family several years ago disposed of the Shepard stores in Boston. This also was presumed to be part of the effort of the elder Shepard to convert his holdings to liquid assets.

Son Manages WJW

While General Tire has no direct interest in broadcast station ownership, William M. O'Neil, son of the company's president, is the sole stockholder of WJW, Akron, which he also manages. The station on Dec. 2 was authorized by the FCC to move its new transmitter from a point midway between Akron and Cleveland 14 miles closer to Cleveland, which it will serve as a BLUE outlet operating on 850 kc. with 5,000 watts fulltime.

It is understood that, in addition to the Messrs. O'Neil, John Shepard 3d and Linus Travers, executive vice-president of Yankee, will serve on the new board of directors along with other unnamed executives of General Tire.

General Tire, an old line company which originally used radio a decade ago as sponsor of Jack Benny over an NBC network, is one of the leading entities in tire manufacturing. While the elder O'Neil is the founder of the company, he is not the principal stockholder. The company's stock is widely held, with the O'Neil family (Mr. O'Neil, Mrs. O'Neil, five sons and a daughter) holding only a minority interest.

A number of proposals for the network have been considered, it was learned, since it was first disclosed last summer that the property was for sale on a cash or equivalent basis.

Post-War Expansion Planned

M. H. Aylesworth, first president of NBC and now an attorney in New York, is understood to have offered to purchase the network and the four standard broadcast stations, but not the FM adjuncts. His offer, it was understood, was in the neighborhood of $800,000.

Mr. O'Neil, in a press release, said that post-war America is going to be "an entirely new America, with increased manufacturing capacity and facilities, entirely changed methods of merchandising and advertising, a tremendous buying power and an even higher standard of living."

With this in mind, he added, General Tire is making plans now for post-war expansion with chemists, research engineers and scientists in other fields already having developed a score of new products and materials and hundreds of new uses for known products and materials. Yankee, he said, covers a "great section of the United States completely".

Provides Proving Ground

"It provides us with a proving ground for our new merchandising plans and our new merchandise. The Yankee Network has a long and distinguished record of achievement in radio. It has grown and prospered under excellent management and we expect to retain that management and the existing personnel under the new setup. Through the network we expect to tell the people of New England of the scientific advancement which has been made in recent years in synthetic rubber and in other new materials as yet unknown to the public. We expect to retain all of their fine entertainment features and the excellent news reports which have marked the Yankee Network in years passed."

While General Tire until the war confined itself to rubber manufacturing, the company stated it converted almost overnight into war work and is now making bombs, barrage balloons, Navy barges, life boats, reconnaissance boats, life belts, gas masks and many other war materials in addition to tires for Army and Navy planes and for all types of military land vehicles.

IN THIS STACK of listener mail is letter No. 1,000,000 for 1942, received recently by WLS, Chicago. Admiring the group of letters containing the seven-figure epistle are (l to r): George Cook, WLS treasurer; Don E. Kelley, sales promotion manager; Charles (Chick) Freeman, sales manager.

BERNICE PRESTHOLDT, receptionist of CBS Hollywood, was recently chosen "Sun Valley Girl" to represent that Idaho snow sports resort. Her photograph is being featured in national magazines this month.

CONSTRUCTION DISCS

War Building Is Dramatized On 37 Stations

A SERIES of bi-monthly transcribed dramatic narrations, *Construction Goes to War*, is currently being presented by 37 major radio stations and two regional networks to give the public some conception of the size and importance of the nation's 35 billion dollar construction program of the war.

The broadcasts tell the story of the building of naval bases throughout the world for American fighting ships, how airfields are laid out from which the sky attacks are launched, and how huge industrial plants and army cantonments are built. Each program features a brief message from top-ranking Government officials, such as Lt. Gen. Brehon B. Somervell, Commanding General of the Army's Services of Supply, and Rear Adm. Ben Moreell, chief of the Navy's Bureau of Yards and Docks.

Written, directed and narrated by Hardy Burt, of the U. S. Chamber of Commerce, who is also a commentator on industry and the war, the series has been produced by Sound Studios Inc., Washington, for the Associated General Contractors of America, Washington.

Army Jobs to WAACs

RADIO mechanics, operators and control tower operators are among 25 job classifications in Army Air Forces to be taken by the Women's Army Auxiliary Corps, the War Dept. announced last week. Plans for training WAACs to replace men needed for combat duty are still incomplete, although it was learned that in some cases private industry and schools probably will be called upon to assist in the educational program.

Extend War Insurance

MONEY and securities may now be insured against war damage under protection of the War Damage Corp., Jesse Jones, secretary of commerce announced last week. Eighty-five or more casualty and surety companies have been commissioned to act as fiduciary agents of the War Damage Corp., Secretary Jones said, and policies will be issued through local insurance agents or brokers.

Boston Orchestra Plans

BOSTON Symphony Orchestra, now affiliated with the American Federation of Musicians [BROADCASTING, Nov. 30] and signed for a Saturday night series of broadcasts on the BLUE [BROADCASTING, Dec. 7], has signed a new long-term recording contract wiht RCA Mfg. Co. to make Victor Red Seal records at such time as the AFM may lift its present ban on recording. The Boston Pops Orchestra, which will do a summer series on the BLUE, has signed an exclusive recording contract with RCA-Victor.

OLSON RUG Co., Chicago, through Presba, Fellers & Presba, Chicago, has added *Music Lovers* program on WCFL, Chicago, to its current schedule, in addition to *Concert Hall* series on WJJD, Chicago. This makes a total of 13 hours per week of classical music now sponsored by the concern.

Broadcasters!
LET YOUR AUDIENCES HEAR
STARLIGHT SONATA
the most unforgettable melody since "My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners
and
AMERICA'S VICTORY SHOUT
HALLELU!
(Judgment Day is Comin')
to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop
Both songs have been arranged for orchestra by JACK MASON
BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York City

Where Sales Multiply
Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM
NASHVILLE, TENNESSEE •
OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

WCAR
Influencing Sales
FAR Beyond Pontiac
In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.
GET THE FACTS FROM WCAR
PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

XUM

Actions of the FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 12 TO DECEMBER 18 INCLUSIVE

Decisions . . .

DECEMBER 12

WDLP, Panama City, Fla.; WTMC, Ocala, Fla.—(Consolidated hearing on renewal of licenses): Vacated Commission's orders of January 21, 1941, revoking licenses and denying transfer of control; Granted renewal of licenses. Decision rendered Dec. 2 but not released until Dec. 12. See detailed story elsewhere in this issue.

DECEMBER 14

WIBG, Philadelphia—Granted modification of CP, as modified, for change in type of transmitter and extension of completion date 90 days.

KVOO, Tulsa, Okla.—Granted extension of special service authorization to operate unlimited time with power of 25 kw, 50 kw, LS, using DA-night, and transmitter described in CP.

DECEMBER 15

WSAP, Portsmouth, Va.—Granted modification of CP for approval of studio site, move of transmitter location and change in antenna system, on condition that applicant take care of reasonable complaints on blanketing.

WSAY, Rochester, N. Y.—Granted modification of CP for change of location and type of transmitter and change DA system for day-night use.

KDNT, Denton, Tex.—Set for hearing application for modification of license to change frequency from 1450 to 1400 kc.

WJNO, West Palm Beach, Fla.—Set for hearing application for CP to reinstate CP which expired Sept. 23, 1941, to use formerly licensed composite transmitter and install new vertical antenna as auxiliary unit at 511 Dutra St., West Palm Beach, and specify 1230 kc.

WMAM, Marinette, Wis.—Set for hearing application for modification of license to change hours from daytime to unlimited, using 100 w, 250 w LS.

Temporary renewals of license: WCOC, WMRO, WDBC.

K37LA, Los Angeles—Cancelled outstanding CP, deleted call letters and closed Commission's records for this station because of inability to obtain materials.

DECEMBER 16

KFAC, Los Angeles—Denied petition for reconsideration and grant of application for CP, increase power, move transmitter, install new transmitter and DA-night use.

WOW, Omaha — Granted consent for voluntary assignment of license for WOW from Woodmen of the World Life Ins. Soc., to Radio Station WOW Inc. Assignor proposes to assign license and lease all fixed assets of WOW; lease for period of 15 years. See detailed story elsewhere in this issue.

WCOP, Boston—Set for hearing application for renewal of license, to determine: (1) qualifications of applicant to operate station in public interest; (2) manner in which applicant heretofore operated station, particularly re foreign language programs, qualifications of personnel, methods of selecting and investigating personnel, sale of time and supervision of programs; (3) whether, in view of facts shown by examination of foregoing issues, continued operation of station would serve public interest, convenience and necessity. Detailed story elsewhere in this issue.

KGNO, Dodge City, Kan.—Announced order denying application of KGNO for modification of license to increase nighttime power from 250 to 500 w.

WMBD, Peoria, Ill.—Passed for two weeks petition for leave to intervene in hearing on application of WQBC, Vicksburg, Miss.

WBT, Charlotte; KFAB, Lincoln; WBBM, Chicago; WJAG, Norfolk, Neb.—Passed for one week petition to dismiss without prejudice applications of applicants in Dockets 5269, 5270, 5271, 5864.

KNOE, Monroe, La.; WCSH, Portland, Me.—Granted petition to dismiss without prejudice applications for CP.

KVAK Atchison, Kan.—Granted motion to dismiss application for voluntary assignment of license of KVAK.

WHKC, Columbus, O.—Accepted amendment to application for CP for changes in DA system.

DECEMBER 17

KHSL, Chico, Cal.—Granted license to cover CP for installation of DA-day & night use, increase power.

KICD, Spencer, Ia.—Granted license to cover CP for new station.

W2XBD, Schenectady—Granted license to cover CP for new ST station.

Applications. . .

DECEMBER 15

WHEB, Portsmouth, N. H.—Special Service Authorization to operate from 7 a.m. to LS during November, December, January, February, with power 250 w, ending Feb. 1, 1944.

W2XCB, New York—Modification of CP for extension of completion date to July 7, 1943.

W55M, Richfield, Wis.—License for new auxiliary modulator unit (using unit formerly licensed to W9XAO).

KSRO, Santa Rosa, Cal.—Involuntary assignment of license from Ernest L. Finley, deceased, to Ruth W. Finley, executrix.

KAOY, Los Angeles—License to cover CP as modified, which authorized new relay broadcast station.

DECEMBER 17

WBAL, Baltimore—Voluntary assignment of license and special service authorization from The WBAL Broadcasting Co. to Hearst Radio Inc. (1090 kc).

The Winter Street Corp., Boston—Authority to transfer control of The Winter Street Corp. (parent Corp. of The Yankee Network Inc.) from The John Shepard, 3rd Trust and The Robt. F. Shepard Trust by John Shepard 3rd and George R. Blodgett, Trustees, to The General Tire & Rubber Co.

W3XWT, Washington—Modification of CP for extension of commencement and completion dates.

Evangelistic Mission, Pontiac, Mich.—Authority to transmit programs from Pontiac to Canadian Station CKLW, Windsor, Canada. (Resubmitted).

WSJS, Winston-Salem, N. C.—Modification of CP, as amended, for extension of completion date.

KTKN, Ketchikan, Alaska—Authority to install new automatic frequency control equipment (930 kc).

Tentative Calendar . . .

WTNJ, Trenton; WCAM, Camden; WCAP, Asbury Park — Further hearings on renewal and modification of licenses. Other participant, WNEW, New York. (Dec. 21).

Network Accounts

All time Eastern Wartime unless indicated

New Business

PRINCE MATCHABELLI, New York (Stradivari perfume), on Dec. 20 only sponsored *The Stradivari Program* on 117 CBS stations, Sun., 2:55-3 p.m. Agency: Morse International, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 1, will sponsor Orange Bowl football game on 59 CBS stations. Agency: Maxon Inc., N. Y.

WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh, Pa. (institutional), on Jan. 10 starts John Charles Thomas and variety program on 126 NBC stations, Sun., 2:30-3 p.m. Agency: Young & Rubicam, N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Fri., Jan. 1, 3:15 p.m. sponsors Sugar Bowl football game on 142 BLUE stations, having added 82 BLUE stations since last year's broadcast. Agency: Maxon Inc., N. Y.

GILLETTE SAFETY RAZOR Corp., Boston, on Jan. 1, sponsors Cotton Bowl football game, Georgia Tech vs. Texas U, on over 150 MBS stations, 2 p.m., and East vs. West All-Star game on over 150 MBS stations, 4:45 p.m. Agency, Maxon Inc., N. Y.

STOKELY Bros. & Co., Indianapolis (Van Camp's Tenderoni), on Jan. 3 starts a participation in *Breakfast at Sardis* on 13 BLUE Pacific Coast stations and 4 BLUE Arizona stations, Sat., 9:30-9:45 a.m., having cancelled two 5-min. participations scheduled to start Nov. 5. Agency: Calkins & Holden, N. Y.

L B LABS. Inc., Los Angeles (hair oil, shampoo), on Dec. 9 started for 13 weeks, five-minute participation in *Breakfast at Sardi's* on 13 BLUE Pacific stations, Wed., 9:30-10 a.m. (PWT). Agency: Glasser-Gailey & Co., Los Angeles.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts), on Jan. 10 starts for 52 weeks, sponsoring William Winter, news analyst, on 9 CBS Western stations, Sun., 5:45-6 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

ASSOCIATED DENTAL SUPPLY Co., San Francisco (Dr. Parker's Tooth Powder), on Dec. 1 started for 13 weeks Boake Carter on 8 Mutual Don Lee stations on the Pacific Coast, Tues., Thurs., 9-9:15 a.m. (PWT). Agency: McCann-Erickson, San Francisco.

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste), on Jan. 5 starts for 52 weeks, *Gabriel Heatter*, news analyst, on 8 Mutual-Don Lee stations (KHJ KFRC KGB KDB KFRE KALE KOL KMO), Tues., Thurs., 6-6:15 p.m. (PWT). Agency: Erwin, Wasey & Co., N. Y.

COMPLETE
TESTING
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PERFORMANCE CHARACTERISTICS OF LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.

Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

WSB Leases Theatre For Weekly Barn Dance

FIVE-YEAR lease on the Erlanger Theatre, legitimate house in Atlanta, has been taken by WSB, Atlanta, for presentation of the Saturday night *Barn Dance*, stage-radio hillbilly show.

The theatre will continue to house legitimate traveling shows, WSB said, with bookings handled by Harrison Kimbell, station talent director. Theatre seats 1,800.

Renewal Accounts

GENERAL FOODS Corp., New York (40% Bran Flakes), on Jan. 7 renews *Night Editor* on 6 NBC Pacific Coast stations, Thurs., 8:15-8:30 p.m. (PWT). Agency: Benton & Bowles, N. Y.

STANDARD BRANDS, New York (Chase & Sanborn Coffee), on Jan. 3 renews *Chase & Sanborn Hour* on 134 NBC stations, Sun., 8-8:30 p.m. and (Yeast) *One Man's Family* on 134 NBC stations, Sun., 8:30-9 p.m. Agency: J. Walter Thompson Co., N. Y. (C & S coffee); Kenyon & Eckhardt, N. Y. (yeast).

SEALTEST Inc., New York (milk, ice creams), on Jan. 7 renews *Sealtest Rudy Vallee* program on 69 NBC stations, at the same time shifting from Thurs., 10-10:30 p.m. to 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

GENERAL FOODS, Toronto (Postum), on Jan. 7 renews *The Aldrich Family* on 28 Canadian Broadcasting Corp. stations for 51 weeks, Thurs., 8:30-9 p.m. Agency: Baker Adv. Agency, Toronto.

GENERAL FOODS, Toronto (Grape Nut Flakes) on Jan. 3 renews *Jack Benny Show* on 27 Canadian Broadcasting Corp. stations for 13 weeks, Sun. 7-7:30 p.m. Agency: Baker Adv. Agency, Toronto.

BAYUK CIGARS, Philadelphia, has renewed for 52 weeks Cal Tinney's *Sizing Up The News* on 52 MBS stations, Mon., Wed., and Fri., 8-8:15 p.m. Agency: Ivey & Ellington, Philadelphia.

WILSON MILK Co., Indianapolis (evaporated milk) on Jan. 6 renews *Smile Awhile With Jack Baker* on a split midwestern network of 11 BLUE stations, Wednesdays and Fridays, 11:30-11:45 a.m. Agency is Keeling & Co., Indianapolis.

NESBITT FRUIT PRODUCTS, Los Angeles (beverages), on Jan. 5 renews for 13 weeks, Fulton Lewis Jr., on 15 Don Lee-Mutual Western stations (KOVO KGB KXO KDB KHSL KFRC KWIL KAST KALE KOL KOMO KFIO KIT KXRO KRKO), Tues., Thurs., 9:45-10 p.m. (PWT). Agency: Kelso Adv., Los Angeles.

FOLGER COFFEE Co., San Francisco (coffee, tea), on Jan. 15 renews for 52 weeks, *America's Home Front*, on 7 CBS Pacific stations (KNX KQW KARM KDGM KOIN KROY KFPY), Fri., 5:15-5:30 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

Network Changes

AMERICAN TOBACCO Co., New York (Lucky Strikes), on Feb. 5 discontinues *Information Please* on 96 NBC stations, Fri., 8:30-9 p.m. Agency: Lord & Thomas, N. Y.

GENERAL FOODS Corp., New York (Jell-O), on Jan. 8 cuts down the *Kate Smith* program on 117 CBS stations, Fri., from 8-8:55 p.m. to 8-8:30 p.m., at the same time starting *The Adventures of the Thin Man* on 117 CBS stations, Fri., 8:30-8:55 p.m. Agency: Young & Rubicam, N. Y.

CHLORINE SOLUTIONS, Los Angeles, Cal. (Hy-Pro), on Dec. 12 added 3 stations and on Jan. 3 adds 7 stations to participation in *Breakfast at Sardi's*, Sat., 9:30-10 a.m., making a total of 17 BLUE stations. Agency: Barton & Stebbins Adv.,

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Tall Announcer at KPAS

OFTEN CALLED the tallest announcer in the world, and standing 6 feet, 10 inches in his stocking feet, Carl Bailey, Los Angeles freelancer, has joined KPAS, Pasadena, Cal., and currently is conducting the nightly two hour recorded and chatter program, *Hank the Watchman*, sponsored by Victor Clothing Co.

Moose Lodge Series

LOYAL ORDER of the Moose on Dec. 20 started sponsorship of half-hour Sunday afternoon program on WGN, Chicago, and WCAE, Pittsburgh. Titled *Moose Fireside Party*, program features music by Louise Massey and the Westerners with dramatic portions by prominent Chicago radio talent. Lou Jacobson of the WGN production staff is director. Agency is L. W. Ramsey Adv. Agency, Davenport, Ia.

WGN Billing Rises

A TWELVE PER CENT increase in local billing on WGN, Chicago, for the first ten months of 1942 over the corresponding period of 1941 was reported by William A. McGuineas, station sales manager, at the third annual meeting of the WGN sales department, held in Chicago recently. The three-day conference was attended by members of the Chicago sales management and program offices and the New York sales office.

CLASSIFIED *Advertisements*

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

Emcee and Writer—For progressive midwestern network station. Proven ability and A-1 personality required. State draft status and references. Box 140, BROADCASTING.

Studio Engineer—$50.00, forty hour week. No license required. Wire or write WIND, Gary, Indiana.

HAPPINESS Never Causes Vacancies—Uncle Sam does. That's why we seek replacement of our veteran chief announcer (10 years with us, now 31!) We're particular who replaces him—he wasn't perfect, but everybody loved him, and could he sell! We're in New England, 5,000 CBS, moderate sized town. C'mon write, wire us. Box 132, BROADCASTING.

SOUND EFFECTS MEN — Experienced sound technicians for Midwest network originating station. Outline qualifications, draft status, salary. References. Box 134, BROADCASTING.

Announcer—Give experience, abilities. Permanent. Box 138, BROADCASTING.

Experienced Technician—First class license. $37.50 forty hours. Plenty overtime if you want it. WKBZ, Muskegon, Michigan.

First Class Experienced Operator—$49.00 for forty-six hour week. Local station in midwest city of 75,000. Box 126, BROADCASTING.

Announcer—With first class license. Eight hour day—six day week. Seventy-five cents per hour—time and one half over forty hours. Must be experienced announcer. Box 127, BROADCASTING.

Chief Engineer—By Western Pennsylvania 250 watter. Give experience. Box 129, BROADCASTING.

WANTED—Technical Director-Chief Engineer—A WOMAN. Daytime 1 kilowatt regional in mid-east. Must have first class FCC operators license and be able to take full charge, maintenance, operations and personnel. If your training and experience would enable you to fill this position even though you have not held post of this kind and you want the good salary that such a position commands, write **TODAY**. Box 131, BROADCASTING.

Wanted—Studio or transmitter engineer. WHIO, Dayton, Ohio.

Two More First or Second Class Operators—For Alaska broadcasting stations, working in close cooperation with War Department and Office War Information. Edwin A. Kraft, 708 American Building, Seattle, Washington.

IMMEDIATE OPENINGS — Announcers and licensed technicians. State details and requirements. WFPG, Atlantic City, N. J.

Help Wanted (Cont'd)

Midwest Local—Wants program director, man or woman, who is sober, and dependable. Must be able to take full charge of all programs, write new shows, and ail commercial copy. Musical ability as organist, pianist or instrumentalist, and announcing experience helpful but not necessary. Salary $50.00 per week. Give availability date and full particulars in first letter. Box 139, BROADCASTING.

First or Second Class Operator — Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Situations Wanted

Available at Once—First class engineer, 3-A. Announcer, 4-F, four years in radio. Write or wire Box 128, BROADCASTING.

Commercial Manager—With proven sales background, and clean personal background. Married, 3 dependents. 36 years old. Interested in middle-west, but consider any worth-while proposition with future. Now employed. Desire change by January 15th. Box 130, BROADCASTING.

Musical Director and Producer—Complete Symphony, Radio and general musical background. Capable producer, announcer, conductor, arranger. A. F. of M.; Library; Married; age 47. Desires permanent connection. Finest references. Address: Eddie Perrigo, 1140 So. 10th, Lincoln, Nebraska.

Station or General Manager—That knows every phase of radio business available to station willing to reward a result-getter. Box 133, BROADCASTING.

EXPERIENCED RADIO MAN—Wants better proposition. Management, programming, selling. Draft deferred. Far north not wanted. Box 135, BROADCASTING.

Program Director - Announcer — Desires change. Five years' experience. Hold third phone ticket. 3A. War program manager at present, also. Box 136, BROADCASTING.

Wanted to Buy

1230 KC Quartz Crystals—For transmitter and monitor. Must be low temperature co-efficient type. Box 125, BROADCASTING.

Wanted—Two 350 towers, complete with base insulators and tower lighting chokes. Box 137, BROADCASTING.

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Station KLO, Ogden, Utah.

Must Go On

A MERE blizzard and a tree across the lines from the studio to transmitter can't keep WWVA, Wheeling, off the air. Recently, when a fallen tree disrupted the line beyond immediate repair, Chief Engineer Eddie Keim and his staff improvised a temporary studio in the new 50,000 watt transmitter building, and resumed broadcasting from there. Transcriptions and copy were moved to the transmitter, 12 miles from the studios, and WWVA announcers and entertainers worked from the improvised studios until the line was repaired some 12 hours later.

Paramount Spots

PARTMAR Corp., Los Angeles (Paramount theatres), in a 13-week campaign started Dec. 10, is sponsoring a weekly quarter-hour newscast on KHJ, Hollywood. Firm in addition utilizes a twice-weekly quarter-hour newscast on KECA, with participation twice-weekly in *Art Baker's Notebook* on KFI. Participation thrice-weekly is also being used in Bob Andersen's 11 p.m. News on KNX. Sholts Adv. Service, Los Angeles, has the account.

★

STATION MANAGER

An opportunity exists on a regional frequency, network affiliated station in the Rocky Mountain Area. Applicant must be experienced, have thorough background in both programming and sales, and his record must bear careful investigation. Give complete details of education, experience, and earnings, and enclose photograph with application. Address Box 124, BROADCASTING.

★

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Qualified Radio Engineers
Dedicated to the
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
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BROADCASTING
FOR
RESULTS!

William J. Dempsey Is Named by FCC In KOA-WHDH Supreme Court Appeal

FOLLOWING its petition to the Supreme Court seeking a review of the decision of the U. S. Court of Appeals in the so-called KOA-WHDH case, the FCC last Wednesday announced appointment of William J. Dempsey, former general counsel of the FCC, as special counsel to handle the case before the highest tribunal. In undertaking the assignment Mr. Dempsey declined compensation.

The FCC on Dec. 12, through the Dept. of Justice, filed its petition with the Supreme Court for review of the lower court's opinion of Sept. 12 reversing the Commission's decision in this hotly contested case involving the right of hearing and directly related to the breaking down of clear channels through duplicated operation. The lower court, in a 4-2 opinion, held the Commission had erred in not giving NBC, licensee of KOA, the opportunity to intervene and present testimony.

Station Rights

It held, moreover, that by whatever name it may be called, a broadcasting station has a definite right acquired through its operating license and that the Commission cannot temper with or degrade a station's facilities without according it a hearing.

WHDH was authorized to operate fulltime on the 850 kc. clear channel, on which KOA. Denver, is the dominant station. WHDH subsequently became a BLUE outlet.

The Commission announced it had designated Mr. Dempsey to assist in the preparation and presentation of the case to the Supreme Court. This presupposes that the highest tribunal will grant a writ of certiorari, which is done in most Government cases. The Commission said the case involved the validity and interpretation of the Commission's intervention rule, which was adopted while Mr. Dempsey was general counsel of the Commission. Mr. Dempsey, along with William C. Koplovitz, assistant general counsel, resigned from the Commission in May 1940, to enter private practice in Washington. They had amassed a record of 36 cases in the Supreme Court and the Court of Appeals without a reversal.

In its petition, the FCC held that the questions presented were whether the granting of the WHDH application constituted a substantial modification of the license of KOA, or otherwise affected KOA's rights as a licensee so as to require that the Denver station be permitted to intervene in the proceedings and, if so, whether KOA was denied any substantial right of participation in these proceedings.

There were five separate opinions in the case in the lower court, four of the six judges concurring in the view that stations are entitled to hearing practically as a matter of right when they can show substantive injury. Although the court reversed and remanded the Commission, agreement was reached under which the NBC plea for a stay order would not be pressed and the existing assignments on the 850 channel would be permitted to stand until Supreme Court adjudication.

Assignments Affected

In addition to WHDH, the FCC has authorized WJW, Akron, to operate on 850 kc. with 5,000 watts, and to move to Cleveland. Thus, if the Supreme Court sustains the lower court, both WHDH and WJW would be required to vacate their assignments. WJW also is slated to become a BLUE network outlet.

In citing its reasons for appeal, the Commission said the uncertainty resulting from the diverse views in the opinions expressed by the lower court calls for the exercise of the Supreme Court's power of review. It stated that it was difficult to determine what is required of the Commission on the remand and that the Commission could not with assurance follow an intervention procedure which will command the approval of the majority of the members of the lower court. It cited the differences in view expressed by the judges of the lower court in the five separate opinions.

Variance Below

Moreover, the FCC held the questions presented are important in the construction and administration of the Communications Act, again citing the extent to which the opinions below were at variance.

The petition for review was signed by Charles Fahy, Solicitor General, and Charles R. Denny Jr., FCC general counsel.

MR. DEMPSEY

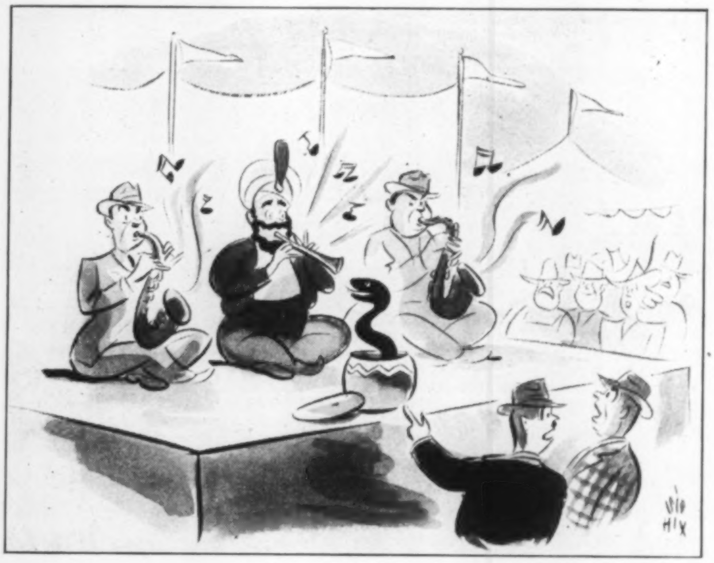
New Overseas Waves

THE FCC has allocated two additional frequencies, 7805 and 7935 kc., to the international broadcast service for the duration. at request of the Board of War Communications. These frequencies are available for assignment to zone and inter-zone police stations.

The broadcast transmissions will be intended for reception outside the continental United States, and as most of the police communications on these frequencies occur during daylight hours, it is not expected that police service will cause any interference to the international broadcast service, the FCC stated.

Gruen Adds

GRUEN WATCH Co., Cincinnati, sponsor of time signals on approximately 25 stations, has signed for 36 time signals weekly, 6:30 to 9 a.m. on WMAL, Washington, for a 52-week period. The signals are musical, and were produced by Alan Kent and Ginger Johnson, creators of commercial jingles. Agency is McCann-Erickson, New York.



Drawn for BROADCASTING by Sid Hix

"Petrillo Made Him Put on the Two Sax Players!"

OWI's Eisenhower Is Sent to Africa

Davis Discloses That Others Are on Overseas Missions

SPEAKING of radio communication with Africa, Elmer Davis, OWI director, told his press conference last Wednesday that the situation is "far from satisfactory as yet, but improving" both as to incoming and outgoing connections. He expressed a hope for expansion of service and said that facilities would likely be improved "within a couple of weeks".

During the conference he confirmed the fact that Milton Eisenhower, associate director of OWI, was in Africa, explaining that his mission was dual, concerned with OWI problems as well as with the problem of refugees in the American controlled areas. With the presence of Mr. Eisenhower in Africa it is now established that at least two representatives of the agency are there working on OWI's problems, since Murry Brophy has been known to be there for several days.

Corderman Takes Post

Mr. Brophy's post as chief of the Comunications Facilities Bureau is being handled in his absence by Roy Corderman of his engineering staff.

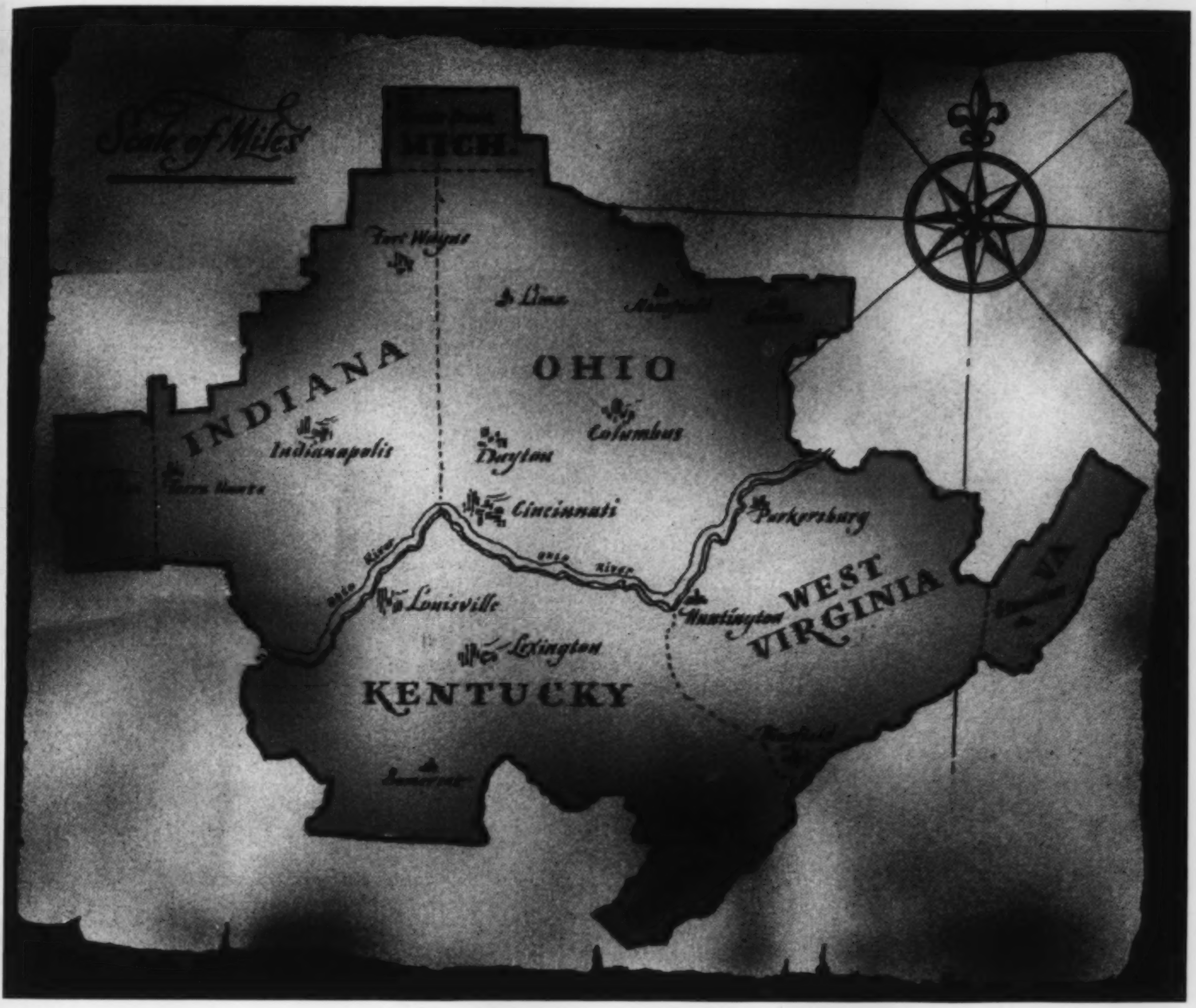
Also off on undisclosed missions are James Weldon, engineer of Mr. Brophy's bureau, and Harold Guinzburg, chief of the Outpost Bureau. They went at different times to London but their ultimate destinations were not made known.

Mr. Davis reported that since Dec. 8 OWI has been transmitting a daily hour of news in French to Africa as well as 2½ hours of news and entertainment for the troops. Some of the material transmitted to Africa is rebroadcast on the Algiers radio, the OWI chief said. In fact he cited a recent news broadcast of the Algiers radio consisting of 21 news items of which 13 were prepared and transmitted by OWI.

Although the Morocco radio situation is "still somewhat obscure", Mr. Davis maintained he has received a communication from Mr. Eisenhower which definitely established the fact that charges of French interference were groundless. He asserted there has been "no prohibition of the use of that radio". Reasons for the failure of OWI representatives to use the station are still not known, he added.

Hooper Coast Ratings

HOOPER Pacific Program Ratings released to subscribers for the month of November list Red Skelton in first place of the "Top 10" programs, followed by Bob Hope and Walter Winchell in second and third places, respectively. The other seven leaders for Pacific Evening and Daytime programs are: *Fibber McGee & Molly, Aldrich Family, Charlie McCarthy, Frank Morgan—Fannie Brice, Radio Theatre, Kay Kyser*, and *Adventures of the Thin Man.*


Scale of Miles
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Lima
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Indianapolis
Dayton
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Cincinnati
Parkersburg
Ohio River
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Huntington
WEST VIRGINIA
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MORNING MERCHANDISE-ABLE AREA

This is a market of 2,471,713 radio homes. The people who live here buy more drug and grocery products than are sold in the five boroughs of New York and the city of Chicago combined. A constantly increasing number of advertisers have found the morning audience a profitable field for exploitation over WLW, the dominant radio station in the area.

WLW

The Nation's Most Merchandise-able Station